

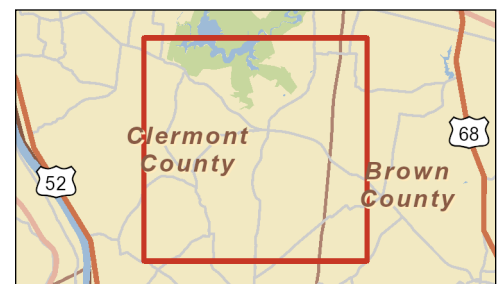
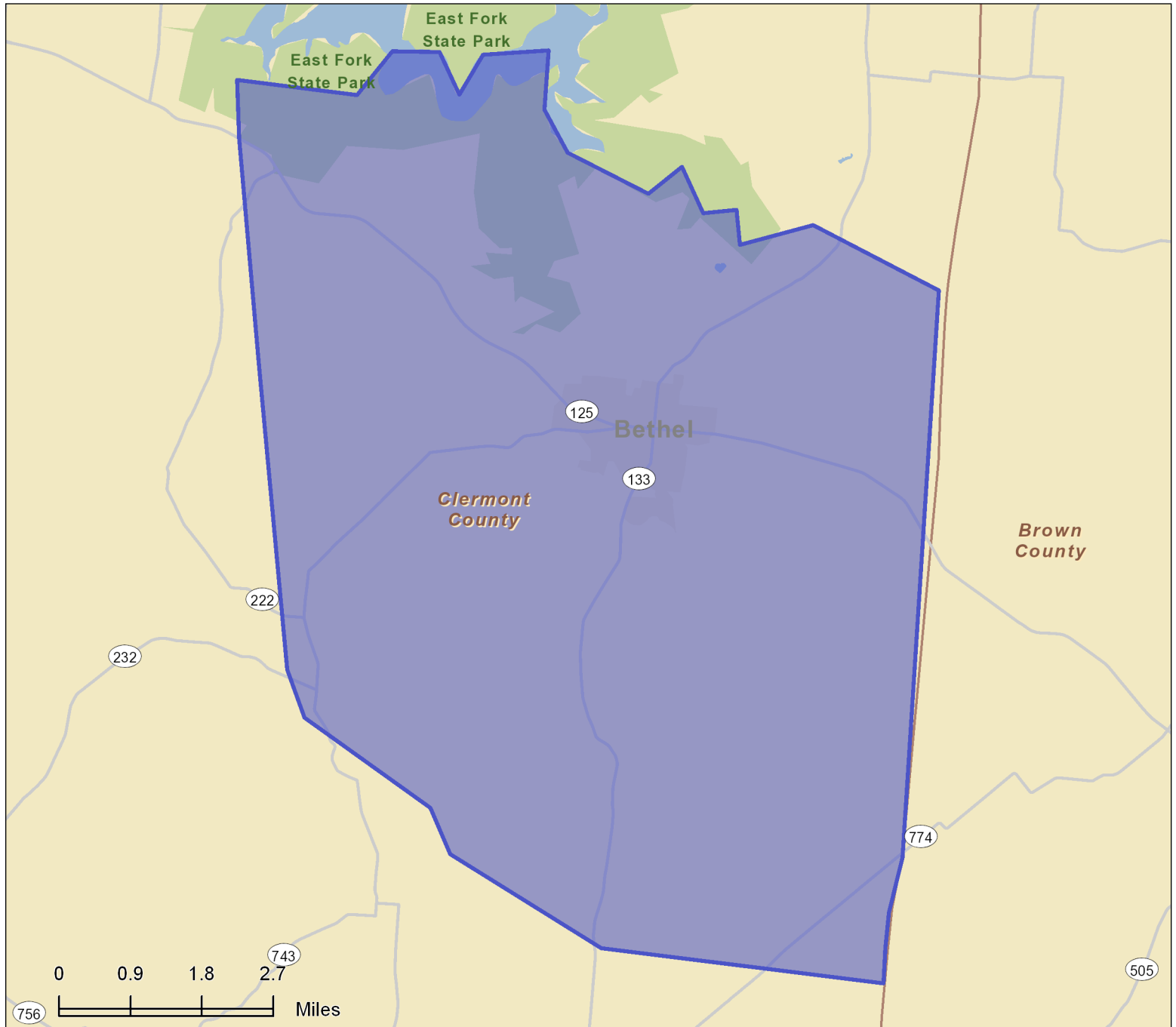


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Tate Township, OH
Standard Geography

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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Tate township, OH (390257...

Population Summary

2000 Total Population	8,935
2000 Group Quarters	17
2010 Total Population	9,422
2015 Total Population	9,655
2010-2015 Annual Rate	0.49%

Household Summary

2000 Households	3,204
2000 Average Household Size	2.78
2010 Households	3,429
2010 Average Household Size	2.74
2015 Households	3,528
2015 Average Household Size	2.73
2010-2015 Annual Rate	0.57%
2000 Families	2,517
2000 Average Family Size	3.17
2010 Families	2,656
2010 Average Family Size	3.13
2015 Families	2,718
2015 Average Family Size	3.13
2010-2015 Annual Rate	0.46%

Housing Unit Summary

2000 Housing Units	3,376
Owner Occupied Housing Units	73.7%
Renter Occupied Housing Units	21.2%
Vacant Housing Units	5.1%
2010 Housing Units	3,713
Owner Occupied Housing Units	70.6%
Renter Occupied Housing Units	21.8%
Vacant Housing Units	7.6%
2015 Housing Units	3,878
Owner Occupied Housing Units	69.8%
Renter Occupied Housing Units	21.2%
Vacant Housing Units	9.0%

Median Household Income

2000	\$43,520
2010	\$52,915
2015	\$58,589

Median Home Value

2000	\$105,324
2010	\$127,112
2015	\$142,001

Per Capita Income

2000	\$20,008
2010	\$23,193
2015	\$26,186

Median Age

2000	36.0
2010	39.1
2015	39.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income

Household Income Base	3,207
<\$15,000	14.3%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	22.0%
\$50,000 - \$74,999	23.0%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	6.6%
\$150,000 - \$199,999	1.2%
\$200,000+	1.7%
Average Household Income	\$55,066

2010 Households by Income

Household Income Base	3,429
<\$15,000	10.6%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	19.1%
\$50,000 - \$74,999	26.4%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	2.2%
\$200,000+	1.8%
Average Household Income	\$63,658

2015 Households by Income

Household Income Base	3,528
<\$15,000	9.1%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	6.6%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	29.4%
\$75,000 - \$99,999	17.0%
\$100,000 - \$149,999	12.7%
\$150,000 - \$199,999	3.1%
\$200,000+	2.3%
Average Household Income	\$71,584

2000 Owner Occupied Housing Units by Value

Total	2,488
<\$50,000	6.1%
\$50,000 - \$99,999	40.2%
\$100,000 - \$149,999	32.1%
\$150,000 - \$199,999	11.7%
\$200,000 - \$299,999	6.6%
\$300,000 - \$499,999	1.7%
\$500,000 - \$999,999	1.5%
\$1,000,000 +	0.0%
Average Home Value	\$128,309

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	669
With Cash Rent	94.6%
No Cash Rent	5.4%
Median Rent	\$434
Average Rent	\$408

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Age

Total	8,935
0 - 4	6.4%
5 - 9	8.2%
10 - 14	8.5%
15 - 24	12.6%
25 - 34	12.7%
35 - 44	17.1%
45 - 54	13.9%
55 - 64	9.8%
65 - 74	6.1%
75 - 84	3.8%
85 +	0.9%
18 +	71.6%

2010 Population by Age

Total	9,422
0 - 4	6.5%
5 - 9	6.6%
10 - 14	6.6%
15 - 24	13.0%
25 - 34	11.9%
35 - 44	13.6%
45 - 54	16.3%
55 - 64	12.9%
65 - 74	7.5%
75 - 84	3.6%
85 +	1.5%
18 +	75.6%

2015 Population by Age

Total	9,655
0 - 4	6.3%
5 - 9	6.6%
10 - 14	6.9%
15 - 24	11.9%
25 - 34	12.2%
35 - 44	12.8%
45 - 54	14.4%
55 - 64	14.0%
65 - 74	9.5%
75 - 84	3.8%
85 +	1.4%
18 +	76.4%

2000 Population by Sex

Males	49.5%
Females	50.5%

2010 Population by Sex

Males	49.5%
Females	50.5%

2015 Population by Sex

Males	49.5%
Females	50.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

Tate Township, OH
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Tate township, OH (390257...

2000 Population by Race/Ethnicity

Total	8,935
White Alone	98.8%
Black Alone	0.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.1%
Two or More Races	0.7%
Hispanic Origin	0.6%
Diversity Index	3.5

2010 Population by Race/Ethnicity

Total	9,422
White Alone	98.4%
Black Alone	0.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.1%
Two or More Races	0.9%
Hispanic Origin	1.0%
Diversity Index	5.0

2015 Population by Race/Ethnicity

Total	9,655
White Alone	98.2%
Black Alone	0.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.1%
Two or More Races	1.0%
Hispanic Origin	1.2%
Diversity Index	5.8

2000 Population 3+ by School Enrollment

Total	8,578
Enrolled in Nursery/Preschool	1.8%
Enrolled in Kindergarten	2.2%
Enrolled in Grade 1-8	14.1%
Enrolled in Grade 9-12	6.9%
Enrolled in College	2.0%
Enrolled in Grad/Prof School	0.2%
Not Enrolled in School	72.8%

2010 Population 25+ by Educational Attainment

Total	6,330
Less Than 9th Grade	5.1%
9th to 12th Grade, No Diploma	11.3%
High School Graduate	44.4%
Some College, No Degree	17.3%
Associate Degree	7.6%
Bachelor's Degree	8.1%
Graduate/Professional Degree	6.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

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Tate township, OH (390257...

2010 Population 15+ by Marital Status

Total	7,557
Never Married	22.8%
Married	59.1%
Widowed	6.0%
Divorced	12.1%

2000 Population 16+ by Employment Status

Total	6,707
In Labor Force	64.0%
Civilian Employed	61.7%
Civilian Unemployed	2.4%
In Armed Forces	0.0%
Not In Labor Force	36.0%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	88.4%
Civilian Unemployed	11.6%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.6%
Civilian Unemployed	9.5%

2000 Females 16+ by Employment Status and Age of Children

Total	3,436
Own Children < 6 Only	8.9%
Employed/in Armed Forces	5.9%
Unemployed	0.5%
Not in Labor Force	2.5%
Own Children <6 and 6-17 Only	6.2%
Employed/in Armed Forces	3.9%
Unemployed	0.1%
Not in Labor Force	2.2%
Own Children 6-17 Only	21.9%
Employed/in Armed Forces	15.5%
Unemployed	0.6%
Not in Labor Force	5.8%
No Own Children < 18	63.0%
Employed/in Armed Forces	29.5%
Unemployed	1.2%
Not in Labor Force	32.3%

2010 Employed Population 16+ by Industry

Total	4,171
Agriculture/Mining	0.6%
Construction	10.1%
Manufacturing	13.6%
Wholesale Trade	3.1%
Retail Trade	11.4%
Transportation/Utilities	5.6%
Information	0.8%
Finance/Insurance/Real Estate	4.4%
Services	46.6%
Public Administration	3.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation

Total	4,171
White Collar	50.7%
Management/Business/Financial	8.8%
Professional	19.3%
Sales	8.5%
Administrative Support	14.0%
Services	17.8%
Blue Collar	31.6%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	9.8%
Installation/Maintenance/Repair	5.5%
Production	8.5%
Transportation/Material Moving	7.5%

2000 Workers 16+ by Means of Transportation to Work

Total	4,094
Drove Alone - Car, Truck, or Van	82.1%
Carpooled - Car, Truck, or Van	12.3%
Public Transportation	1.3%
Walked	1.3%
Other Means	0.9%
Worked at Home	2.1%

2000 Workers 16+ by Travel Time to Work

Total	4,094
Did not Work at Home	97.9%
Less than 5 minutes	2.0%
5 to 9 minutes	7.9%
10 to 19 minutes	10.2%
20 to 24 minutes	12.5%
25 to 34 minutes	20.2%
35 to 44 minutes	8.4%
45 to 59 minutes	22.5%
60 to 89 minutes	11.1%
90 or more minutes	3.1%
Worked at Home	2.1%
Average Travel Time to Work (in min)	35.7

2000 Households by Vehicles Available

Total	3,204
None	6.2%
1	23.7%
2	38.9%
3	20.5%
4	5.9%
5+	4.7%
Average Number of Vehicles Available	2.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Tate township, OH (390257...

2000 Households by Type

Total	3,204
Family Households	78.6%
Married-couple Family	63.7%
With Related Children	31.5%
Other Family (No Spouse)	14.9%
With Related Children	9.7%
Nonfamily Households	21.4%
Householder Living Alone	18.4%
Householder Not Living Alone	3.1%
Households with Related Children	41.2%
Households with Persons 65+	22.4%

2000 Households by Size

Total	3,204
1 Person Household	18.4%
2 Person Household	32.8%
3 Person Household	19.0%
4 Person Household	17.3%
5 Person Household	8.7%
6 Person Household	2.7%
7 + Person Household	1.1%

2000 Households by Year Householder Moved In

Total	3,204
Moved in 1999 to March 2000	13.1%
Moved in 1995 to 1998	27.6%
Moved in 1990 to 1994	17.1%
Moved in 1980 to 1989	18.7%
Moved in 1970 to 1979	13.3%
Moved in 1969 or Earlier	10.3%
Median Year Householder Moved In	1992

2000 Housing Units by Units in Structure

Total	3,376
1, Detached	85.8%
1, Attached	0.9%
2	1.2%
3 or 4	2.7%
5 to 9	3.3%
10 to 19	2.8%
20 +	1.2%
Mobile Home	2.1%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	3,376
1999 to March 2000	2.0%
1995 to 1998	5.8%
1990 to 1994	5.5%
1980 to 1989	12.5%
1970 to 1979	20.0%
1969 or Earlier	54.2%
Median Year Structure Built	1966

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Tate Township, OH
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Tate township, OH (390257...

Top 3 Tapestry Segments

1. Green Acres
2. Salt of the Earth
3. Home Town

2010 Consumer Spending

Apparel & Services: Total \$	\$5,141,209
Average Spent	\$1,499.33
Spending Potential Index	63
Computers & Accessories: Total \$	\$686,908
Average Spent	\$200.32
Spending Potential Index	91
Education: Total \$	\$3,987,153
Average Spent	\$1,162.77
Spending Potential Index	95
Entertainment/Recreation: Total \$	\$10,483,579
Average Spent	\$3,057.33
Spending Potential Index	95
Food at Home: Total \$	\$14,276,444
Average Spent	\$4,163.44
Spending Potential Index	93
Food Away from Home: Total \$	\$10,095,561
Average Spent	\$2,944.17
Spending Potential Index	91
Health Care: Total \$	\$12,851,187
Average Spent	\$3,747.79
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$5,676,902
Average Spent	\$1,655.56
Spending Potential Index	80
Investments: Total \$	\$5,907,936
Average Spent	\$1,722.93
Spending Potential Index	99
Retail Goods: Total \$	\$77,407,750
Average Spent	\$22,574.44
Spending Potential Index	91
Shelter: Total \$	\$46,302,049
Average Spent	\$13,503.08
Spending Potential Index	86
TV/Video/Audio: Total \$	\$3,957,268
Average Spent	\$1,154.06
Spending Potential Index	93
Travel: Total \$	\$5,725,095
Average Spent	\$1,669.61
Spending Potential Index	88
Vehicle Maintenance & Repairs: Total \$	\$3,016,753
Average Spent	\$879.78
Spending Potential Index	93

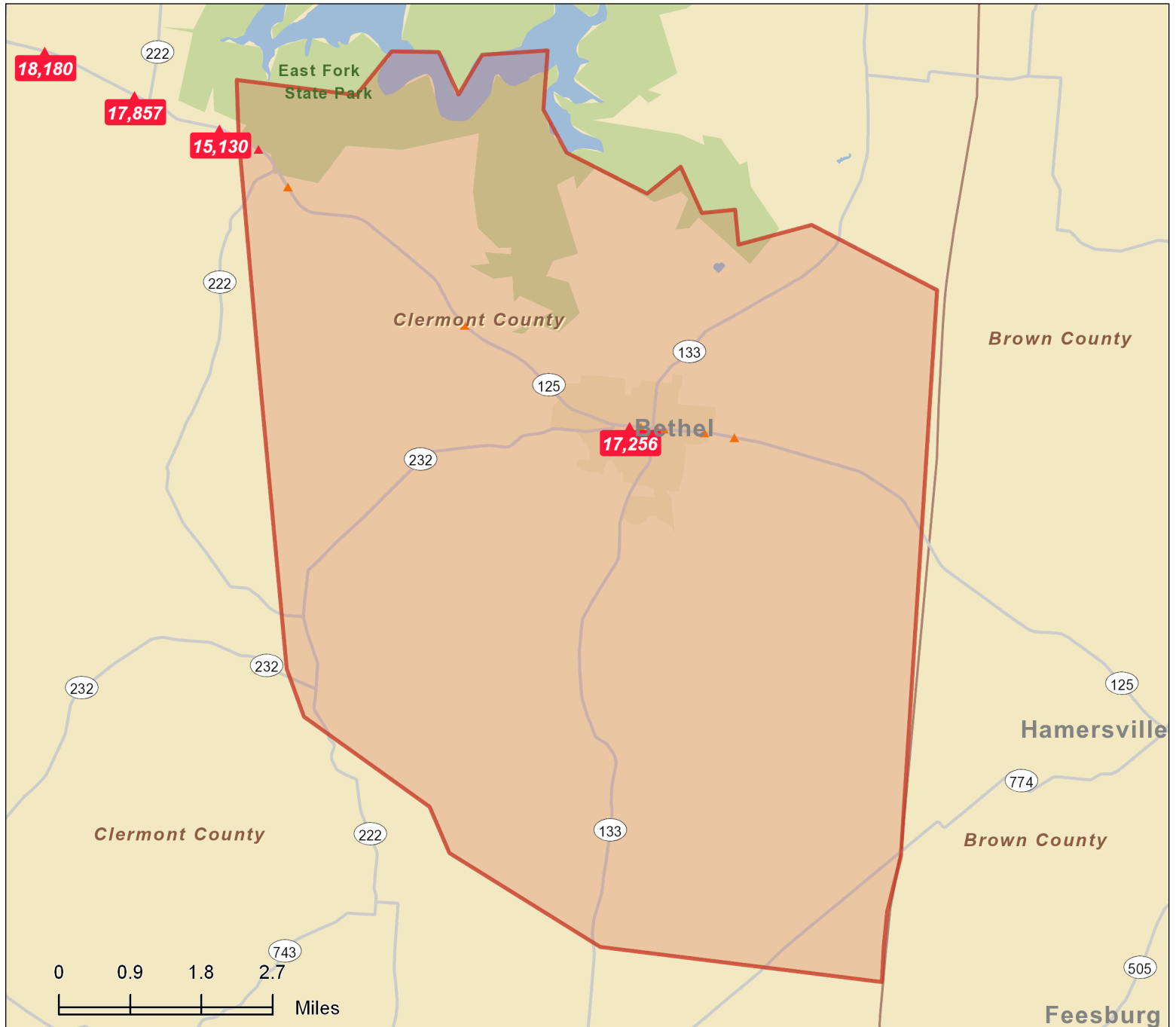
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

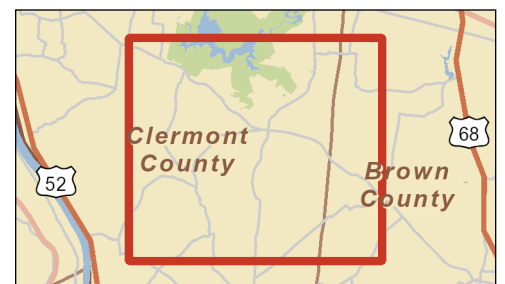
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Average Daily Traffic Volume
 ▲ Up to 6,000 vehicles per day
 ▲ 6,001 - 15,000
 ▲ 15,001 - 30,000
 ▲ 30,001 - 50,000
 ▲ 50,001 - 100,000
 ▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



Business Summary

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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Data for all businesses in area		Tate township, OH (390257...			
Total Businesses:		240			
Total Employees:		1,696			
Total Residential Population:		9,422			
Employee/Residential Population Ratio:		0.18			
by SIC Codes	Businesses		Employees		
	Number	Percent	Number	Percent	
Agriculture & Mining	10	4.2%	13	0.8%	
Construction	21	8.8%	45	2.7%	
Manufacturing	7	2.9%	23	1.4%	
Transportation	5	2.1%	34	2.0%	
Communication	0	0.0%	0	0.0%	
Utility	2	0.8%	23	1.4%	
Wholesale Trade	11	4.6%	25	1.5%	
Retail Trade Summary	52	21.7%	709	41.8%	
Home Improvement	5	2.1%	21	1.2%	
General Merchandise Stores	3	1.3%	10	0.6%	
Food Stores	3	1.3%	41	2.4%	
Auto Dealers, Gas Stations, Auto Aftermarket	12	5.0%	77	4.5%	
Apparel & Accessory Stores	0	0.0%	0	0.0%	
Furniture & Home Furnishings	3	1.3%	14	0.8%	
Eating & Drinking Places	13	5.4%	212	12.5%	
Miscellaneous Retail	13	5.4%	334	19.7%	
Finance, Insurance, Real Estate Summary	14	5.8%	48	2.8%	
Banks, Savings & Lending Institutions	3	1.3%	20	1.2%	
Securities Brokers	0	0.0%	0	0.0%	
Insurance Carriers & Agents	3	1.3%	5	0.3%	
Real Estate, Holding, Other Investment Offices	8	3.3%	23	1.4%	
Services Summary	107	44.6%	703	41.5%	
Hotels & Lodging	1	0.4%	1	0.1%	
Automotive Services	19	7.9%	60	3.5%	
Motion Pictures & Amusements	9	3.8%	102	6.0%	
Health Services	13	5.4%	66	3.9%	
Legal Services	2	0.8%	6	0.4%	
Education Institutions & Libraries	13	5.4%	246	14.5%	
Other Services	50	20.8%	222	13.1%	
Government	8	3.3%	73	4.3%	
Other	3	1.3%	0	0.0%	
Totals	240	100%	1,696	100%	

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012

Business Summary

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	1.3%	6	0.4%
Mining	0	0.0%	0	0.0%
Utilities	2	0.8%	23	1.4%
Construction	22	9.2%	46	2.7%
Manufacturing	8	3.3%	24	1.4%
Wholesale Trade	9	3.8%	23	1.4%
Retail Trade	38	15.8%	496	29.2%
Motor Vehicle & Parts Dealers	9	3.8%	51	3.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	3	1.3%	11	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	5	2.1%	21	1.2%
Food & Beverage Stores	2	0.8%	40	2.4%
Health & Personal Care Stores	3	1.3%	20	1.2%
Gasoline Stations	3	1.3%	26	1.5%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	5	2.1%	6	0.4%
General Merchandise Stores	3	1.3%	10	0.6%
Miscellaneous Store Retailers	4	1.7%	11	0.6%
Nonstore Retailers	1	0.4%	300	17.7%
Transportation & Warehousing	8	3.3%	42	2.5%
Information	2	0.8%	13	0.8%
Finance & Insurance	6	2.5%	25	1.5%
Central Bank/Credit Intermediation & Related Activities	3	1.3%	20	1.2%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	3	1.3%	5	0.3%
Real Estate, Rental & Leasing	12	5.0%	61	3.6%
Professional, Scientific & Tech Services	18	7.5%	96	5.7%
Legal Services	2	0.8%	6	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	10	4.2%	31	1.8%
Educational Services	13	5.4%	238	14.0%
Health Care & Social Assistance	18	7.5%	90	5.3%
Arts, Entertainment & Recreation	6	2.5%	82	4.8%
Accommodation & Food Services	14	5.8%	213	12.6%
Accommodation	1	0.4%	1	0.1%
Food Services & Drinking Places	13	5.4%	212	12.5%
Other Services (except Public Administration)	38	15.8%	112	6.6%
Automotive Repair & Maintenance	13	5.4%	29	1.7%
Public Administration	8	3.3%	73	4.3%
Unclassified Establishments	5	2.1%	2	0.1%
Total	240	100%	1,696	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Retail MarketPlace Profile

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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Summary Demographics

2010 Population	9,422
2010 Households	3,429
2010 Median Disposable Income	\$41,675
2010 Per Capita Income	\$23,193

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$84,172,206	\$185,096,320	\$-100,924,114	-37.5	51
Total Retail Trade	44-45	\$72,384,343	\$176,336,475	\$-103,952,132	-41.8	38
Total Food & Drink	722	\$11,787,863	\$8,759,845	\$3,028,018	14.7	13

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,899,714	\$9,560,412	\$7,339,302	27.7	9
Automobile Dealers	4411	\$14,272,109	\$5,621,923	\$8,650,186	43.5	3
Other Motor Vehicle Dealers	4412	\$1,338,063	\$2,315,992	\$-977,929	-26.8	2
Auto Parts, Accessories & Tire Stores	4413	\$1,289,542	\$1,622,497	\$-332,955	-11.4	4
Furniture & Home Furnishings Stores	442	\$1,153,271	\$0	\$1,153,271	100.0	0
Furniture Stores	4421	\$578,243	\$0	\$578,243	100.0	0
Home Furnishings Stores	4422	\$575,028	\$0	\$575,028	100.0	0
Electronics & Appliance Stores	4431	\$2,909,451	\$1,037,639	\$1,871,812	47.4	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,632,345	\$652,150	\$1,980,195	60.3	4
Bldg Material & Supplies Dealers	4441	\$2,466,037	\$365,806	\$2,100,231	74.2	3
Lawn & Garden Equip & Supply Stores	4442	\$166,308	\$286,344	\$-120,036	-26.5	1
Food & Beverage Stores	445	\$12,755,293	\$4,739,060	\$8,016,233	45.8	2
Grocery Stores	4451	\$12,244,707	\$4,569,002	\$7,675,705	45.7	1
Specialty Food Stores	4452	\$180,776	\$170,058	\$10,718	3.1	1
Beer, Wine & Liquor Stores	4453	\$329,810	\$0	\$329,810	100.0	0
Health & Personal Care Stores	446,4461	\$1,524,680	\$1,619,661	\$-94,981	-3.0	2
Gasoline Stations	447,4471	\$12,686,278	\$17,132,068	\$-4,445,790	-14.9	3
Clothing & Clothing Accessories Stores	448	\$1,978,047	\$84,348	\$1,893,699	91.8	1
Clothing Stores	4481	\$1,437,667	\$0	\$1,437,667	100.0	0
Shoe Stores	4482	\$317,008	\$0	\$317,008	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$223,372	\$84,348	\$139,024	45.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$335,611	\$226,680	\$108,931	19.4	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$261,974	\$226,680	\$35,294	7.2	5
Book, Periodical & Music Stores	4512	\$73,637	\$0	\$73,637	100.0	0
General Merchandise Stores	452	\$11,726,675	\$7,161,510	\$4,565,165	24.2	3
Department Stores Excluding Leased Depts.	4521	\$4,951,173	\$0	\$4,951,173	100.0	0
Other General Merchandise Stores	4529	\$6,775,502	\$7,161,510	\$-386,008	-2.8	3
Miscellaneous Store Retailers	453	\$1,039,405	\$385,068	\$654,337	45.9	5
Florists	4531	\$62,226	\$23,743	\$38,483	44.8	1
Office Supplies, Stationery & Gift Stores	4532	\$342,669	\$0	\$342,669	100.0	0
Used Merchandise Stores	4533	\$21,891	\$0	\$21,891	100.0	0
Other Miscellaneous Store Retailers	4539	\$612,619	\$361,325	\$251,294	25.8	4
Nonstore Retailers	454	\$6,743,573	\$133,737,879	\$-126,994,306	-90.4	1
Electronic Shopping & Mail-Order Houses	4541	\$6,226,493	\$133,737,879	\$-127,511,386	-91.1	1
Vending Machine Operators	4542	\$9,285	\$0	\$9,285	100.0	0
Direct Selling Establishments	4543	\$507,795	\$0	\$507,795	100.0	0
Food Services & Drinking Places	722	\$11,787,863	\$8,759,845	\$3,028,018	14.7	13
Full-Service Restaurants	7221	\$4,170,635	\$2,047,642	\$2,122,993	34.1	6
Limited-Service Eating Places	7222	\$6,574,012	\$6,644,040	\$-70,028	-0.5	6
Special Food Services	7223	\$826,385	\$68,163	\$758,222	84.8	1
Drinking Places - Alcoholic Beverages	7224	\$216,831	\$0	\$216,831	100.0	0

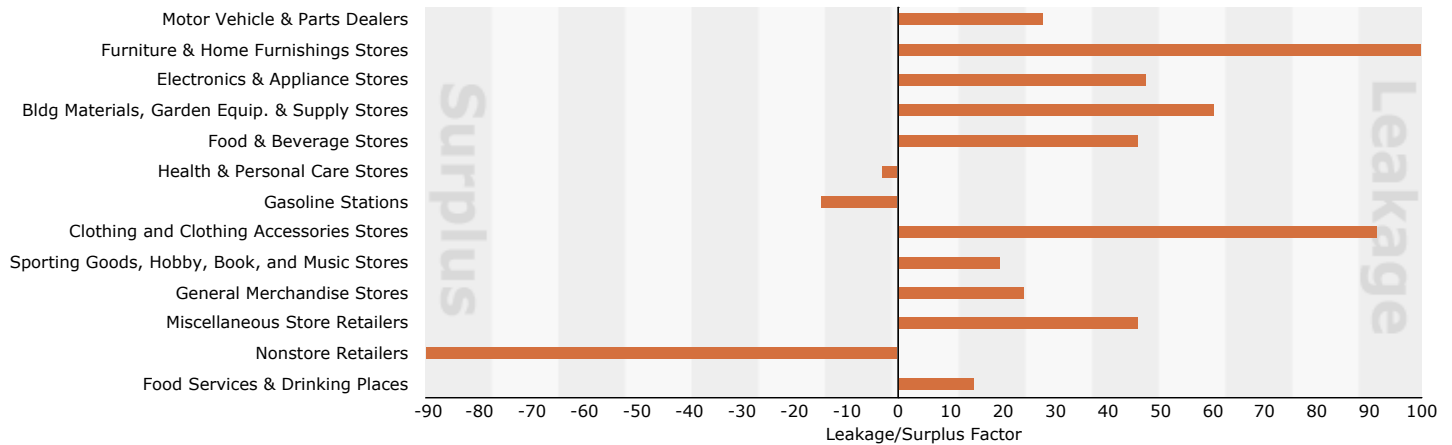
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

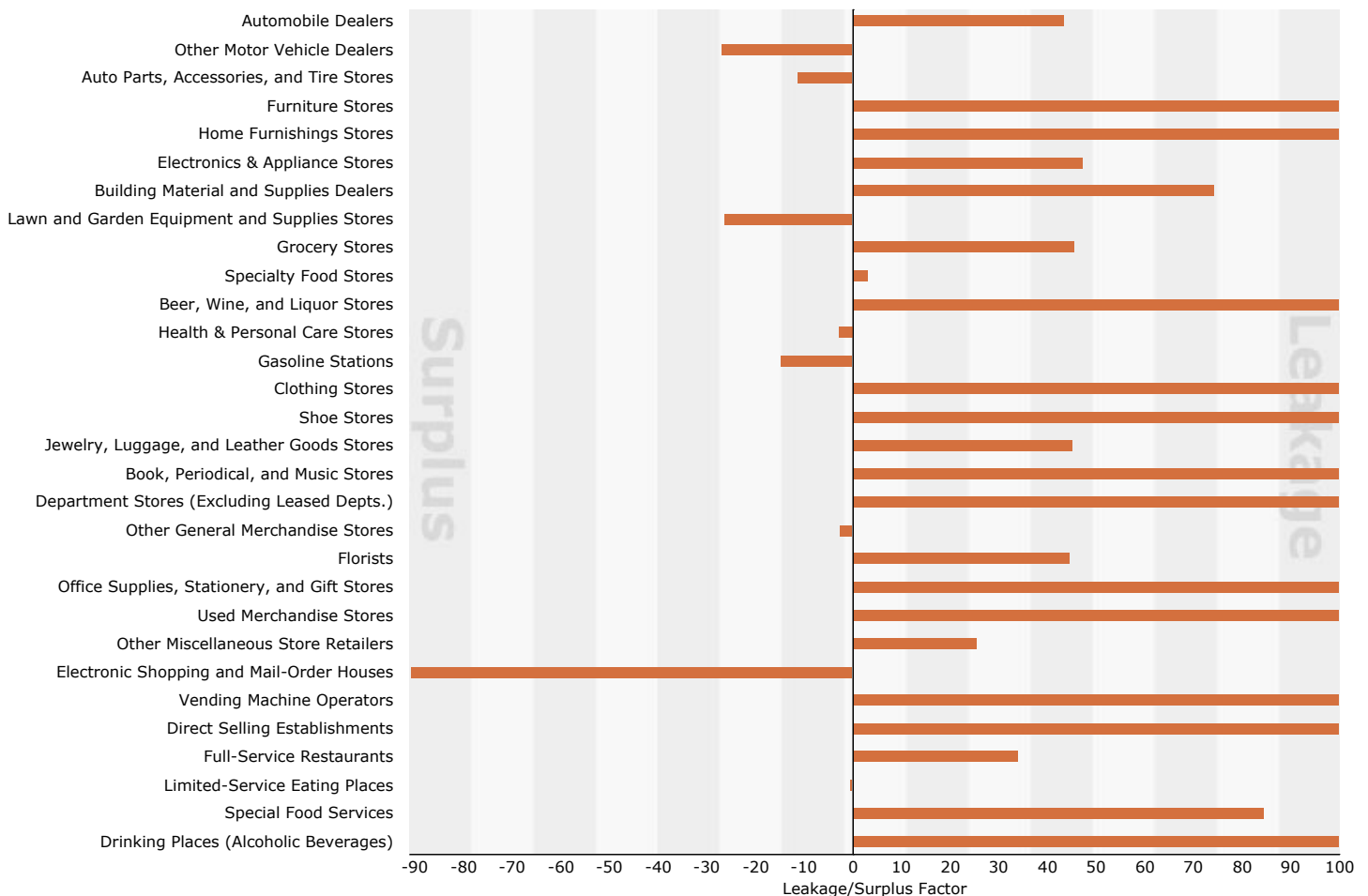
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		9,422	9,655
Total Number of Adults		7,125	7,376
Households		3,429	3,528
Median Household Income		\$52,915	\$58,589

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	3,673	51.6%	103
Bought any women's apparel in last 12 months	3,195	44.8%	98
Bought apparel for child <13 in last 6 months	1,968	27.6%	97
Bought any shoes in last 12 months	3,643	51.1%	98
Bought costume jewelry in last 12 months	1,371	19.2%	92
Bought any fine jewelry in last 12 months	1,439	20.2%	92
Bought a watch in last 12 months	1,308	18.4%	95
Automobiles (Households)			
HH owns/leases any vehicle	3,090	90.1%	105
HH bought/leased new vehicle last 12 mo	282	8.2%	86
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,497	91.2%	105
Bought/changed motor oil in last 12 months	4,375	61.4%	118
Had tune-up in last 12 months	2,151	30.2%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,937	55.3%	89
Drank regular cola in last 6 months	3,728	52.3%	102
Drank beer/ale in last 6 months	2,791	39.2%	92
Cameras & Film (Adults)			
Bought any camera in last 12 months	882	12.4%	96
Bought film in last 12 months	1,465	20.6%	107
Bought digital camera in last 12 months	424	6.0%	87
Bought memory card for camera in last 12 months	440	6.2%	81
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	2,435	34.2%	97
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,652	23.2%	108
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,139	30.0%	93
Avg monthly cell/mobile phone/PDA bill: \$100+	1,383	19.4%	92
Computers (Households)			
HH owns a personal computer	2,360	68.8%	93
Spent <\$500 on most recent home PC purchase	295	8.6%	99
Spent \$500-\$999 on most recent home PC purchase	623	18.2%	102
Spent \$1000-\$1499 on most recent home PC purchase	415	12.1%	93
Spent \$1500-\$1999 on most recent home PC purchase	200	5.8%	82
Spent \$2000+ on most recent home PC purchase	167	4.9%	78

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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Retail Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	4,449	62.4%	104
Bought cigarettes at convenience store in last 30 days	1,294	18.2%	116
Bought gas at convenience store in last 30 days	2,956	41.5%	124
Spent at convenience store in last 30 days: <\$20	586	8.2%	86
Spent at convenience store in last 30 days: \$20-39	671	9.4%	93
Spent at convenience store in last 30 days: \$40+	2,950	41.4%	115
Entertainment (Adults)			
Attended movies in last 6 months	3,767	52.9%	90
Went to live theater in last 12 months	674	9.5%	72
Went to a bar/night club in last 12 months	1,329	18.7%	98
Dined out in last 12 months	3,571	50.1%	102
Gambled at a casino in last 12 months	996	14.0%	87
Visited a theme park in last 12 months	1,282	18.0%	84
DVDs rented in last 30 days: 1	146	2.0%	77
DVDs rented in last 30 days: 2	313	4.4%	95
DVDs rented in last 30 days: 3	183	2.6%	80
DVDs rented in last 30 days: 4	226	3.2%	82
DVDs rented in last 30 days: 5+	958	13.4%	102
DVDs purchased in last 30 days: 1	334	4.7%	94
DVDs purchased in last 30 days: 2	319	4.5%	95
DVDs purchased in last 30 days: 3-4	294	4.1%	89
DVDs purchased in last 30 days: 5+	382	5.4%	103
Spent on toys/games in last 12 months: <\$50	513	7.2%	118
Spent on toys/games in last 12 months: \$50-\$99	202	2.8%	103
Spent on toys/games in last 12 months: \$100-\$199	469	6.6%	91
Spent on toys/games in last 12 months: \$200-\$499	764	10.7%	99
Spent on toys/games in last 12 months: \$500+	383	5.4%	93
Financial (Adults)			
Have home mortgage (1st)	1,369	19.2%	100
Used ATM/cash machine in last 12 months	3,274	46.0%	90
Own any stock	599	8.4%	91
Own U.S. savings bond	513	7.2%	105
Own shares in mutual fund (stock)	614	8.6%	92
Own shares in mutual fund (bonds)	372	5.2%	88
Used full service brokerage firm in last 12 months	399	5.6%	90
Have savings account	2,714	38.1%	105
Have 401K retirement savings	1,219	17.1%	96
Did banking over the Internet in last 12 months	1,668	23.4%	86
Own any credit/debit card (in own name)	5,196	72.9%	99
Avg monthly credit card expenditures: <\$111	1,194	16.8%	121
Avg monthly credit card expenditures: \$111-225	545	7.6%	98
Avg monthly credit card expenditures: \$226-450	538	7.6%	101
Avg monthly credit card expenditures: \$451-700	405	5.7%	89
Avg monthly credit card expenditures: \$701+	635	8.9%	67

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March 27, 2012

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Retail Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,313	74.6%	105
Used bread in last 6 months	6,976	97.9%	101
Used chicken/turkey (fresh or frozen) in last 6 months	5,539	77.7%	100
Used fish/seafood (fresh or frozen) in last 6 months	3,715	52.1%	99
Used fresh fruit/vegetables in last 6 months	6,301	88.4%	101
Used fresh milk in last 6 months	6,640	93.2%	103
Health (Adults)			
Exercise at home 2+ times per week	1,947	27.3%	91
Exercise at club 2+ times per week	587	8.2%	67
Visited a doctor in last 12 months	5,613	78.8%	101
Used vitamin/dietary supplement in last 6 months	3,304	46.4%	96
Home (Households)			
Any home improvement in last 12 months	1,160	33.8%	107
Used housekeeper/maid/prof HH cleaning service in the last 12 months	390	11.4%	73
Purchased any HH furnishing in last 12 months	968	28.2%	94
Purchased bedding/bath goods in last 12 months	1,789	52.2%	95
Purchased cooking/serving product in last 12 months	943	27.5%	100
Bought any kitchen appliance in last 12 months	642	18.7%	107
Insurance (Adults)			
Currently carry any life insurance	3,597	50.5%	105
Have medical/hospital/accident insurance	5,155	72.4%	101
Carry homeowner insurance	4,210	59.1%	112
Carry renter insurance	393	5.5%	90
Have auto/other vehicle insurance	6,234	87.5%	105
Pets (Households)			
HH owns any pet	2,077	60.6%	117
HH owns any cat	1,073	31.3%	130
HH owns any dog	1,599	46.6%	123
Reading Materials (Adults)			
Bought book in last 12 months	3,292	46.2%	92
Read any daily newspaper	3,308	46.4%	112
Heavy magazine reader	1,140	16.0%	80
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	4,967	69.7%	97
Went to family restaurant/steak house last mo: <2 times	1,807	25.4%	99
Went to family restaurant/steak house last mo: 2-4 times	1,840	25.8%	96
Went to family restaurant/steak house last mo: 5+ times	1,320	18.5%	95
Went to fast food/drive-in restaurant in last 6 mo	6,412	90.0%	101
Went to fast food/drive-in restaurant <6 times/mo	2,549	35.8%	102
Went to fast food/drive-in restaurant 6-13 times/mo	2,176	30.5%	106
Went to fast food/drive-in restaurant 14+ times/mo	1,688	23.7%	95
Fast food/drive-in last 6 mo: eat in	2,845	39.9%	106
Fast food/drive-in last 6 mo: home delivery	597	8.4%	80
Fast food/drive-in last 6 mo: take-out/drive-thru	4,064	57.0%	109
Fast food/drive-in last 6 mo: take-out/walk-in	1,535	21.5%	88

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	2,287	66.7%	103
HH average monthly long distance phone bill: <\$16	991	28.9%	104
HH average monthly long distance phone bill: \$16-25	366	10.7%	93
HH average monthly long distance phone bill: \$26-59	284	8.3%	90
HH average monthly long distance phone bill: \$60+	121	3.5%	79
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	612	17.8%	91
HH owns 2 TVs	902	26.3%	100
HH owns 3 TVs	801	23.4%	104
HH owns 4+ TVs	745	21.7%	103
HH subscribes to cable TV	1,573	45.9%	79
HH Purchased audio equipment in last 12 months	312	9.1%	94
HH Purchased CD player in last 12 months	132	3.9%	100
HH Purchased DVD player in last 12 months	340	9.9%	102
HH Purchased MP3 player in last 12 months	574	8.1%	79
HH Purchased video game system in last 12 months	347	10.1%	94
Travel (Adults)			
Domestic travel in last 12 months	3,537	49.6%	95
Took 3+ domestic trips in last 12 months	904	12.7%	86
Spent on domestic vacations last 12 mo: <\$1000	886	12.4%	99
Spent on domestic vacations last 12 mo: \$1000-\$1499	585	8.2%	122
Spent on domestic vacations last 12 mo: \$1500-\$1999	219	3.1%	75
Spent on domestic vacations last 12 mo: \$2000-\$2999	220	3.1%	75
Spent on domestic vacations last 12 mo: \$3000+	268	3.8%	74
Foreign travel in last 3 years	1,195	16.8%	65
Took 3+ foreign trips by plane in last 3 years	159	2.2%	47
Spent on foreign vacations last 12 mo: <\$1000	289	4.1%	68
Spent on foreign vacations last 12 mo: \$1000-\$2999	157	2.2%	54
Spent on foreign vacations last 12 mo: \$3000+	193	2.7%	55
Stayed 1+ nights at hotel/motel in last 12 months	2,800	39.3%	97

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Electronics and Internet Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		9,422	9,655
Population 18+		7,125	7,376
Households		3,429	3,528
Median Household Income		\$52,915	\$58,589
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	2,360	68.8%	93
Purchased home PC in last 12 months	458	13.4%	85
Purchased home PC 1-2 years ago	708	20.6%	92
Purchased home PC 3-4 years ago	652	19.0%	98
Purchased home PC 5+ years ago	361	10.5%	113
Spent <\$500 on home PC (most recent purchase)	295	8.6%	99
Spent \$500-999 on home PC (most recent purchase)	623	18.2%	102
Spent \$1000-1499 on home PC (most recent purchase)	415	12.1%	93
Spent \$1500-1999 on home PC (most recent purchase)	200	5.8%	82
Spent \$2000+ on home PC (most recent purchase)	167	4.9%	78
Purchased home PC at computer superstore	359	10.5%	82
Purchased home PC at department store	195	5.7%	115
Purchased home PC direct from manufacturer	454	13.2%	95
Purchased home PC at electronics store	367	10.7%	97
Purchased home PC on Internet	217	6.3%	74
Purchased home PC at warehouse discount outlet	69	2.0%	92
HH owns desktop PC	1,947	56.8%	99
HH owns laptop/notebook/tablet PC	806	23.5%	75
HH owns any Apple/Mac clone brand PC	123	3.6%	57
HH owns any IBM/IBM compatible brand PC	2,201	64.2%	95
Brand of PC that HH owns: Compaq	311	9.1%	107
Brand of PC that HH owns: Dell	991	28.9%	94
Brand of PC that HH owns: Gateway	213	6.2%	93
Brand of PC that HH owns: Hewlett Packard	497	14.5%	93
Brand of PC that HH owns: Sony Vaio	71	2.1%	71
Child (under 18) uses home PC	743	21.7%	103
HH owns CD burner	1,242	36.2%	98
HH owns CD ROM drive	1,308	38.1%	97
HH owns DVD drive	805	23.5%	94
HH owns DVD-RW (DVD burner)	649	18.9%	92
HH owns external hard drive	436	12.7%	90
HH owns flash drive	623	18.2%	89
HH owns LAN/network interface card	292	8.5%	77
HH owns inkjet printer	1,469	42.8%	100
HH owns laser printer	402	11.7%	85
HH owns modem/fax modem	709	20.7%	99
HH owns removable cartridge storage device	202	5.9%	102
HH owns scanner	1,041	30.4%	107
HH owns PC speakers	1,413	41.2%	99
HH owns tape backup	78	2.3%	85
HH owns webcam	323	9.4%	83
HH owns software: accounting	283	8.3%	93
HH owns software: communications/fax	236	6.9%	84
HH owns software: database/filing	267	7.8%	96
HH owns software: desktop publishing	404	11.8%	97

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	288	8.4%	84
HH owns software: entertainment/games	1,009	29.4%	101
HH owns software: online meeting/conference	59	1.7%	60
HH owns software: personal finance/tax prep	407	11.9%	84
HH owns software: presentation graphics	226	6.6%	82
HH owns software: multimedia	471	13.7%	90
HH owns software: networking	307	9.0%	80
HH owns software: security/anti-virus	925	27.0%	96
HH owns software: spreadsheet	717	20.9%	90
HH owns software: utility	188	5.5%	77
HH owns software: web authoring	83	2.4%	70
HH owns software: word processing	1,042	30.4%	90
Spent \$500+ on software for home PC in last 12 mo	52	1.5%	63
Purchased computer book in last 12 months	95	2.8%	64
HH owns fax machine	160	4.7%	78
Purchased audio equipment in last 12 months	312	9.1%	94
Purchased headphones in last 12 months	102	3.0%	75
HH owns camcorder	669	19.5%	100
Purchased camcorder in last 12 months	61	1.8%	84
HH owns CD player	1,607	46.9%	102
Purchased CD player in last 12 months	132	3.8%	100
HH owns DVD player	2,272	66.3%	100
Purchased DVD player in last 12 months	340	9.9%	102
HH owns 1 TV	612	17.8%	91
HH owns 2 TVs	902	26.3%	100
HH owns 3 TVs	801	23.4%	104
HH owns 4+ TVs	745	21.7%	103
HH owns miniature screen TV (<13 in)	290	8.5%	107
Most recent TV purchase: miniature screen (<13 in)	86	2.5%	90
HH owns regular screen TV (13-26 in)	1,590	46.4%	107
Most recent TV purchase: regular screen (13-26 in)	831	24.2%	104
HH owns large screen TV (27-35 in)	1,651	48.2%	103
Most recent TV purchase: large screen (27-35 in)	1,136	33.1%	105
HH owns big screen TV (36-42 in)	580	16.9%	90
Most recent TV purchase: big screen (36-42 in)	446	13.0%	92
HH owns giant screen TV (over 42 in)	454	13.2%	93
Most recent TV purchase: giant screen (over 42 in)	362	10.6%	95
HH owns LCD TV	572	16.7%	87
HH owns plasma TV	256	7.5%	90
HH owns projection TV	193	5.6%	104
HH owns video game system	1,124	32.8%	98
Purchased video game system in last 12 months	347	10.1%	94
HH owns video game system: handheld	534	15.6%	101
HH owns video game system: attached to TV/computer	985	28.7%	97
HH owns video game system: Game Boy	271	7.9%	115
HH owns video game system: Game Boy Advance/SP	243	7.1%	107
HH owns video game system: Nintendo DS	250	7.3%	96

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Electronics and Internet Market Potential

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Tate township, OH (3902576155)
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	157	4.6%	91
HH owns video game system: Nintendo Wii	191	5.6%	83
HH owns video game system: PlayStation 2	574	16.7%	102
HH owns video game system: PlayStation 3	110	3.2%	89
HH owns video game system: Sony PlayStation/PS One	154	4.5%	111
HH owns video game system: Sony PSP	68	2.0%	68
HH owns video game system: Xbox	219	6.4%	107
HH owns video game system: Xbox 360	169	4.9%	76
HH purchased 5+ video games in last 12 months	209	6.1%	94
HH spent \$101+ on video games in last 12 months	239	7.0%	86
Owns MP3 player	1,532	21.5%	80
Purchased MP3 player in last 12 months	574	8.1%	79
Owns Apple iPod	507	7.1%	64
Purchased Apple iPod in last 12 months	157	2.2%	65
Have any access to the Internet	5,837	81.9%	97
Have access to Internet: at home	4,647	65.2%	93
Have access to Internet: at work	2,310	32.4%	87
Have access to Internet: at school/library	1,722	24.2%	96
Have access to Internet: not hm/work/school/library	1,278	17.9%	92
Use Internet less than once a week	363	5.1%	128
Use Internet 1-2 times per week	465	6.5%	118
Use Internet 3-6 times per week	581	8.2%	101
Use Internet once a day	792	11.1%	100
Use Internet 2-4 times per day	1,085	15.2%	86
Use Internet 5 or more times per day	1,394	19.6%	78
Any Internet or online usage in last 30 days	4,680	65.7%	93
Used Internet in last 30 days: at home	3,981	55.9%	90
Used Internet in last 30 days: at work	1,856	26.1%	82
Used Internet in last 30 days: at school/library	378	5.3%	69
Used Internet/30 days: not home/work/school/library	616	8.7%	94
Internet last 30 days: used email	3,960	55.6%	89
Internet last 30 days: used Instant Messenger	1,464	20.5%	81
Internet last 30 days: paid bills online	1,908	26.8%	81
Internet last 30 days: visited online blog	475	6.7%	70
Internet last 30 days: wrote online blog	155	2.2%	59
Internet last 30 days: visited chat room	311	4.4%	94
Internet last 30 days: looked for employment	803	11.3%	86
Internet last 30 days: played games online	1,407	19.8%	94
Internet last 30 days: traded/tracked investments	566	7.9%	71
Internet last 30 days: downloaded music	983	13.8%	75
Internet last 30 days: made phone call	115	1.6%	44
Internet last 30 days: made personal purchase	1,828	25.7%	83
Internet last 30 days: made business purchase	542	7.6%	80
Internet last 30 days: made travel plans	915	12.8%	74
Internet last 30 days: watched online video	1,070	15.0%	78
Internet last 30 days: obtained new/used car info	553	7.8%	88
Internet last 30 days: obtained financial info	1,357	19.0%	80
Internet last 30 days: obtained medical info	1,035	14.5%	87
Internet last 30 days: obtained latest news	2,342	32.9%	85
Internet last 30 days: obtained real estate info	593	8.3%	77

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,453	20.4%	88
Ordered anything on Internet in last 12 months	2,189	30.7%	89
Ordered on Internet/12 mo: airline ticket	753	10.6%	63
Ordered on Internet/12 mo: CD/tape	240	3.4%	77
Ordered on Internet/12 mo: clothing	880	12.4%	85
Ordered on Internet/12 mo: computer	163	2.3%	67
Ordered on Internet/12 mo: computer peripheral	228	3.2%	74
Ordered on Internet/12 mo: DVD	386	5.4%	82
Ordered on Internet/12 mo: flowers	185	2.6%	56
Ordered on Internet/12 mo: software	347	4.9%	85
Ordered on Internet/12 mo: tickets (concerts etc.)	483	6.8%	70
Ordered on Internet/12 mo: toy	284	4.0%	80
Purchased item from amazon.com in last 12 months	710	10.0%	71
Purchased item from barnes&noble.com in last 12 mo	138	1.9%	61
Purchased item from bestbuy.com in last 12 months	139	2.0%	77
Purchased item from ebay.com in last 12 months	656	9.2%	99
Purchased item from walmart.com in last 12 months	308	4.3%	106
Spent on Internet orders last 12 months: <\$100	441	6.2%	114
Spent on Internet orders last 12 months: \$100-199	370	5.2%	96
Spent on Internet orders last 12 months: \$200-499	584	8.2%	98
Spent on Internet orders last 12 months: \$500+	713	10.0%	69
Connection to Internet from home: dial-up modem	889	12.5%	150
Connection to Internet from home: cable modem	1,442	20.2%	75
Connection to Internet from home: DSL	1,696	23.8%	97
Connection to Internet from home: wireless	658	9.2%	67
Connection to Internet from home: any broadband	3,545	49.8%	84
DVDs rented in last 30 days: 1	146	2.1%	77
DVDs rented in last 30 days: 2	313	4.4%	95
DVDs rented in last 30 days: 3	183	2.6%	80
DVDs rented in last 30 days: 4	226	3.2%	82
DVDs rented in last 30 days: 5+	958	13.4%	102
Rented video tape/DVD last month: action/adventure	1,383	19.4%	96
Rented video tape/DVD last month: classic	308	4.3%	83
Rented video tape/DVD last month: comedy	1,375	19.3%	93
Rented video tape/DVD last month: drama	874	12.3%	90
Rented video tape/DVD last month: family/children	701	9.8%	111
Rented video tape/DVD last month: foreign	90	1.3%	64
Rented video tape/DVD last month: horror	572	8.0%	108
Rented video tape/DVD last month: romance	548	7.7%	102
Rented video tape/DVD last month: science fiction	348	4.9%	92
Rented video tape/DVD last mo at Blockbuster Video	635	8.9%	74
Rented video tape/DVD last mo at Hollywood Video	170	2.4%	58
Bought video tape/DVD last month: action/adventure	579	8.1%	97
Bought video tape/DVD last month: classic	225	3.2%	116
Bought video tape/DVD last month: comedy	552	7.7%	96
Bought video tape/DVD last month: drama	255	3.6%	83
Bought video tape/DVD last month: family/children	429	6.0%	102
Bought video tape/DVD last month: horror	242	3.4%	108
Bought video tape/DVD last month: romance	222	3.1%	122

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Electronics and Internet Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	146	2.1%	82
Bought blank video tape in last 6 months	854	12.0%	106
Bought 7+ blank video tapes in last 6 months	231	3.2%	124
DVDs purchased in last 30 days: 1	334	4.7%	94
DVDs purchased in last 30 days: 2	319	4.5%	95
DVDs purchased in last 30 days: 3-4	294	4.1%	89
DVDs purchased in last 30 days: 5+	382	5.4%	103
Bought any camera in last 12 months	882	12.4%	96
Spent on cameras in last 12 months: <\$100	331	4.6%	105
Spent on cameras in last 12 months: \$100-199	204	2.9%	95
Spent on cameras in last 12 months: \$200+	257	3.6%	91
Own APS (point & shoot or SLR) camera	166	2.3%	85
Own digital camera	2,326	32.6%	99
Bought digital camera in last 12 months	424	6.0%	87
Own digital point & shoot camera	1,782	25.0%	101
Bought digital point & shoot camera in last 12 mo	330	4.6%	94
Own digital SLR camera	605	8.5%	92
Bought digital SLR camera in last 12 months	135	1.9%	84
Own 35mm auto focus point & shoot camera	409	5.7%	123
Own 35mm auto focus single lens reflex camera	160	2.2%	94
Own 35mm auto focus zoom camera	485	6.8%	121
Own 35mm single lens reflex camera	215	3.0%	100
Own Canon camera	1,006	14.1%	90
Bought Canon camera in last 12 months	137	1.9%	90
Own Fuji camera	274	3.8%	95
Own Kodak camera	1,025	14.4%	122
Bought Kodak camera in last 12 months	236	3.3%	111
Own Nikon camera	353	5.0%	92
Own Olympus camera	277	3.9%	86
Own Polaroid camera	208	2.9%	119
Bought any camera accessory in last 12 months	3,150	44.2%	104
Bought film in last 12 months	1,465	20.6%	107
Bought film in last 12 months: <3 rolls	658	9.2%	104
Bought film in last 12 months: 3-6 rolls	492	6.9%	110
Bought film in last 12 months: 7+ rolls	314	4.4%	104
Bought film in last 12 mo: APS (color prints)	164	2.3%	86
Bought film in last 12 mo: instant developing	148	2.1%	104
Bought film in last 12 mo: 35mm (black & white)	43	0.6%	63
Bought film in last 12 mo: 35mm (color prints)	935	13.1%	115
Bought Fuji film in last 12 months	379	5.3%	106
Bought Kodak film in last 12 months	938	13.2%	111
Bought store-brand film in last 12 months	144	2.0%	95
Purchased film in last 12 mo: department store	337	4.7%	127
Purchased film in last 12 mo: discount store	436	6.1%	128

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	282	4.0%	84
Purchased film in last 12 mo: grocery store	170	2.4%	111
Purchased film in last 12 mo: 1 hour service store	206	2.9%	114
Had film processed at discount store	299	4.2%	127
Had film processed at drug store	281	3.9%	92
Had film processed at 1 hour service store	212	3.0%	103
Bought memory card for camera in last 12 months	440	6.2%	81
Own memory card for camera	1,834	25.7%	104

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March 27, 2012



Financial Investments Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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Demographic Summary		2010	2015
Population		9,422	9,655
Population 18+		7,125	7,376
Households		3,429	3,528
Median Household Income		\$52,915	\$58,589
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	3,731	52.4%	106
Bank/financial institution: use savings & loan	735	10.3%	99
Bank/financial institution: use credit union	1,752	24.6%	109
Bank/financial institution: use fed savings bank	148	2.1%	90
Bank/financial institution: use mutual funds co	213	3.0%	92
Bank/financial institution: use Internet Bank	202	2.8%	66
Used ATM/cash machine in last 12 months	3,274	46.0%	90
Banked in person in last 12 months	3,872	54.3%	105
Banked by mail in last 12 months	351	4.9%	92
Banked by phone in last 12 months	1,101	15.5%	103
Did banking over the Internet in last 12 months	1,668	23.4%	86
Used direct deposit of paycheck in last 12 months	2,784	39.1%	101
Have interest checking account	2,338	32.8%	102
Have non-interest checking account	2,054	28.8%	108
Have money market account	671	9.4%	76
Have savings account	2,714	38.1%	105
Have 401K retirement savings	1,219	17.1%	96
Have IRA retirement savings	1,003	14.1%	93
Have auto loan for new car	851	11.9%	104
Have personal loan for education only	254	3.6%	88
Have personal loan-not for education	257	3.6%	143
Have home mortgage (1st)	1,369	19.2%	100
Have 2nd mortgage (equity loan)	462	6.5%	103
Have home equity line of credit	442	6.2%	103
Have personal line of credit	327	4.6%	101
Have overdraft protection	950	13.3%	100
Own any securities investment	1,757	24.7%	99
Own annuities	210	2.9%	97
Own certificate of deposit (6 months or less)	218	3.1%	87
Own certificate of deposit (more than 6 months)	391	5.5%	99
Own common/preferred stock in company you work for	169	2.4%	79
Own common stock in company you don't work for	418	5.9%	93
Own insured money market account (bank)	121	1.7%	82
Own shares in money market fund	476	6.7%	101
Own shares in mutual fund (bonds)	372	5.2%	88
Own shares in mutual fund (stock)	614	8.6%	92
Own any stock	599	8.4%	91
Own stock with market value <\$10000	209	2.9%	94
Own stock with market value \$10000-49999	170	2.4%	95
Own stock with market value \$50000+	138	1.9%	78

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Financial Investments Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	513	7.2%	105
Used financial planning counsel in last 12 months	497	7.0%	89
Used full service brokerage firm in last 12 months	399	5.6%	90
Own any credit/debit card (in own name)	5,196	72.9%	99
Own American Express card (in own name)	526	7.4%	59
Own Discover card (in own name)	895	12.6%	112
Own MasterCard (in own name)	2,325	32.6%	95
Own Visa (in own name)	3,410	47.9%	98
Own any department store credit card (in own name)	2,191	30.8%	99
Avg monthly credit card expenditures: <\$111	1,194	16.8%	121
Avg monthly credit card expenditures: \$111-225	545	7.6%	98
Avg monthly credit card expenditures: \$226-450	538	7.6%	101
Avg monthly credit card expenditures: \$451-700	405	5.7%	89
Avg monthly credit card expenditures: \$701+	635	8.9%	67

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012



Pets and Products Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		9,422	9,655
Population 18+		7,125	7,376
Households		3,429	3,528
Median Household Income		\$52,915	\$58,589
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	2,077	60.6%	117
HH owns any bird	122	3.6%	122
HH owns any cat	1,073	31.3%	130
HH owns any dog	1,599	46.6%	123
HH owns 1 cat	527	15.4%	120
HH owns 2+ cats	546	15.9%	138
HH owns 1 dog	894	26.1%	111
HH owns 2+ dogs	705	20.6%	140
HH used canned cat food in last 6 months	470	13.7%	118
HH used <4 cans of cat food in last 7 days	178	5.2%	119
HH used 8+ cans of cat food in last 7 days	132	3.9%	107
HH used packaged dry cat food in last 6 months	1,039	30.3%	131
HH used <5 pounds of packaged dry cat food last mo	310	9.0%	111
HH used 11+ pounds of packaged dry cat food last mo	379	11.1%	153
HH used cat treats in last 6 months	416	12.1%	118
HH used cat litter in last 6 months	908	26.5%	129
HH used canned dog food in last 6 months	516	15.0%	114
HH used packaged dry dog food in last 6 months	1,554	45.3%	125
HH used <10 pounds of pkgd dry dog food last month	645	18.8%	113
HH used 25+ pounds of pkgd dry dog food last month	539	15.7%	143
HH used dog biscuits/treats in last 6 months	1,250	36.5%	123
HH used <2 packages of dog biscuits/treats last mo	598	17.4%	118
HH used 4+ packages of dog biscuits/treats last mo	295	8.6%	155
HH used flea/tick care prod for cat/dog last 12 mo	1,477	43.1%	127
HH member took pet to vet in last 12 mo: 1 time	512	14.9%	118
HH member took pet to vet in last 12 mo: 2 times	448	13.1%	118
HH member took pet to vet in last 12 mo: 3 times	240	7.0%	124
HH member took pet to vet in last 12 mo: 4 times	168	4.9%	118
HH member took pet to vet in last 12 mo: 5+ times	210	6.1%	110
Bought pet food from vet in last 12 months	191	5.6%	109
Bought flea control product from vet in last 12 mo	580	16.9%	127

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Health and Beauty Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		9,422	9,655
Population 18+		7,125	7,376
Households		3,429	3,528
Median Household Income		\$52,915	\$58,589
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	1,947	27.3%	91
Exercise at club 2+ times per week	587	8.2%	67
Exercise at other facility (not club) 2+ times/wk	443	6.2%	77
Own stationary bicycle	471	6.6%	117
Own treadmill	836	11.7%	120
Own weight lifting equipment	946	13.3%	102
Presently controlling diet	2,830	39.7%	96
Diet control for blood sugar level	570	8.0%	109
Diet control for cholesterol level	771	10.8%	107
Diet control to maintain weight	720	10.1%	90
Diet control for physical fitness	620	8.7%	87
Diet control for salt restriction	283	4.0%	119
Diet control for weight loss	980	13.8%	97
Used doctor's care/diet for diet method	218	3.1%	102
Used exercise program for diet method	455	6.4%	75
Used Weight Watchers as diet method	170	2.4%	78
Buy foods specifically labeled as fat-free	1,205	16.9%	96
Buy foods specifically labeled as high fiber	724	10.2%	89
Buy foods specifically labeled as high protein	297	4.2%	76
Buy foods specifically labeled as lactose-free	75	1.1%	57
Buy foods specifically labeled as low-calorie	705	9.9%	91
Buy foods specifically labeled as low-carb	514	7.2%	94
Buy foods specifically labeled as low-cholesterol	588	8.3%	100
Buy foods specifically labeled as low-fat	896	12.6%	95
Buy foods specifically labeled as low-sodium	638	9.0%	99
Buy foods specifically labeled as natural/organic	427	6.0%	71
Buy foods specifically labeled as sugar-free	942	13.2%	99
Used butter alternatives in last 6 months	278	3.9%	93
Used egg alternatives in last 6 months	840	11.8%	83
Used salt alternatives in last 6 months	2,056	28.9%	103
Drank meal/dietary supplement in last 6 months	389	5.5%	75
Used nutrition/energy bar in last 6 months	731	10.3%	73
Drank sports drink/thirst quencher in last 6 mo	2,065	29.0%	91
Used vitamin/dietary supplement in last 6 months	3,304	46.4%	96
Vitamin/dietary suppl used/6 mo: antioxidant	164	2.3%	79
Vitamin/dietary suppl used/6 mo: B complex	312	4.4%	90
Vitamin/dietary suppl used/6 mo: B complex+C	73	1.0%	53
Vitamin/dietary suppl used/6 mo: B-6	114	1.6%	79
Vitamin/dietary suppl used/6 mo: B-12	339	4.8%	84
Vitamin/dietary suppl used/6 mo: C	570	8.0%	95
Vitamin/dietary suppl used/6 mo: calcium	733	10.3%	96

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Health and Beauty Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	350	4.9%	100
Vitamin/dietary suppl used/6 mo: E	344	4.8%	97
Vitamin/dietary suppl used/6 mo: garlic	82	1.2%	67
Vitamin/dietary suppl used/6 mo: glucosamine	297	4.2%	90
Vitamin/dietary suppl used/6 mo: multiple formula	860	12.1%	103
Vitamin/dietary suppl used/6 mo: multiple w/iron	295	4.1%	96
Vitamin/dietary suppl used/6 mo: mult w/minerals	408	5.7%	97
Vitamin/dietary suppl used/6 mo: zinc	156	2.2%	95
Vitamin/dietary suppl/6 mo: Caltrate 600	188	2.6%	100
Vitamin/dietary suppl/6 mo: Centrum	355	5.0%	85
Vitamin/dietary suppl/6 mo: Nature Made	343	4.8%	82
Visited doctor in last 12 months	5,613	78.8%	101
Visited doctor in last 12 months: 1-3 times	2,434	34.2%	101
Visited doctor in last 12 months: 4-7 times	1,600	22.5%	101
Visited doctor in last 12 months: 8+ times	1,579	22.2%	103
Visited doctor in last 12 mo: allergist	129	1.8%	76
Visited doctor in last 12 mo: cardiologist	468	6.6%	93
Visited doctor in last 12 mo: chiropractor	661	9.3%	124
Visited doctor in last 12 mo: dentist	2,593	36.4%	96
Visited doctor in last 12 mo: dermatologist	370	5.2%	73
Visited doctor in last 12 mo: ear/nose/throat	296	4.2%	90
Visited doctor in last 12 mo: eye	1,471	20.6%	100
Visited doctor in last 12 mo: general/family	3,342	46.9%	110
Visited doctor in last 12 mo: internist	441	6.2%	84
Visited doctor in last 12 mo: physical therapist	267	3.7%	83
Visited doctor in last 12 mo: podiatrist	165	2.3%	68
Visited doctor in last 12 mo: urologist	255	3.6%	93
Visited nurse practitioner in last 12 months	357	5.0%	119
Wear regular/sun/tinted prescription eyeglasses	2,602	36.5%	106
Wear bi-focals	1,389	19.5%	124
Wear disposable contact lenses	426	6.0%	92
Wear soft contact lenses	599	8.4%	96
Spent on contact lenses in last 12 mo: <\$100	196	2.8%	99
Spent on contact lenses in last 12 mo: \$100-199	240	3.4%	90
Spent on contact lenses in last 12 mo: \$200+	174	2.4%	81
Bought prescription eyewear: discount optical ctr	560	7.9%	99
Bought prescription eyewear: from eye doctor	2,055	28.8%	112
Bought prescription eyewear: retail optical chain	760	10.7%	96
Used prescription drug for allergy/hay fever	493	6.9%	99
Used prescription drug for anxiety/panic	310	4.4%	106
Used prescription drug for arthritis/rheumatism	205	2.9%	109
Used prescription drug for asthma	328	4.6%	112
Used prescription drug for backache/back pain	584	8.2%	111
Used prescription drug for depression	561	7.9%	134
Used prescr drug for diabetes (insulin dependent)	140	2.0%	99
Used prescr drug for diabetes (non-insulin)	305	4.3%	115
Used prescription drug for eczema/skin itch/rash	114	1.6%	77

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	546	7.7%	116
Used prescription drug for high blood pressure	1,115	15.6%	126
Used prescription drug for high cholesterol	684	9.6%	110
Used prescription drug for migraine headache	295	4.1%	112
Used prescription drug for sinus congest./headache	335	4.7%	97
Used prescription drug for urinary tract infection	213	3.0%	96
Used last 6 mo: adhesive bandages	4,240	59.5%	107
Used last 6 mo: athlete's foot/foot care product	902	12.7%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	3,345	46.9%	99
Used last 6 mo: children's cold tablets/liquids	1,027	14.4%	96
Used last 6 mo: contact lens cleaning solution	801	11.2%	92
Used last 6 mo: cotton swabs	3,578	50.2%	105
Used last 6 mo: cough/sore throat drops (nonprescr)	3,388	47.6%	100
Used last 6 mo: cough syrup/suppressant (nonprescr)	2,385	33.5%	98
Used last 6 mo: children's cough syrup	912	12.8%	90
Used last 6 mo: diarrhea remedy	1,212	17.0%	104
Used last 6 mo: eye wash and drops	2,031	28.5%	93
Used last 6 mo: headache/pain reliever (nonprescr)	6,118	85.9%	102
Used last 6 mo: hemorrhoid remedy	650	9.1%	102
Used last 6 mo: indigestion/upset stomach remedy	3,276	46.0%	102
Used last 6 mo: lactose intolerance product	150	2.1%	60
Used last 6 mo: laxative/fiber supplement	977	13.7%	99
Used last 6 mo: medicated skin ointment	2,214	31.1%	99
Used last 6 mo: medicated throat remedy	718	10.1%	88
Used last 6 mo: nasal spray	1,007	14.1%	89
Used last 6 mo: pain reliever/fever reducer (kids)	1,529	21.5%	97
Used last 6 mo: pain relieving rub/liquid/patch	1,848	25.9%	103
Used last 6 mo: sleeping tablets (nonprescription)	333	4.7%	86
Used last 12 mo: sunburn remedy	1,208	17.0%	110
Used last 12 mo: suntan/sunscreen product	2,613	36.7%	96
Used last 12 mo: SPF 15+ suntan/sunscreen product	2,055	28.8%	96
Used last 6 mo: toothache/gum/canker sore remedy	1,273	17.9%	106
Used last 6 mo: vitamins for children	935	13.1%	89
Used body powder in last 6 months	1,890	26.5%	95
Used body powder <3 times in last 7 days	766	10.8%	91
Used body powder 8+ times in last 7 days	146	2.0%	94
Used body wash/shower gel in last 6 months	3,648	51.2%	99
Used breath freshener in last 6 months	3,240	45.5%	98
Used complexion care product in last 6 months	3,054	42.9%	91
Used complexion care product <7 times last week	780	10.9%	80
Used complexion care product 11+ times last week	1,094	15.4%	92
Used complexion care prod: dry facial skin type	441	6.2%	85
Used complexion care prod: normal facial skin type	1,021	14.3%	94
Used complexion care prod: oily facial skin type	344	4.8%	80
Used dental floss in last 6 months	4,216	59.2%	95

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	1,305	18.3%	91
Used denture adhesive/fixative in last 6 months	507	7.1%	113
Used denture cleaner in last 6 months	907	12.7%	115
Used deodorant/antiperspirant in last 6 months	6,715	94.2%	101
Used deodorant/antiperspirant <8 times last week	4,946	69.4%	101
Used deodorant/antiperspirant 15+ times last week	461	6.5%	107
Used disposable razor in last 6 months	3,760	52.8%	101
Used electric shaver in last 6 months	1,430	20.1%	107
Used hair coloring product (at home) last 6 months	1,356	19.0%	95
Used hair conditioner (at home) in last 6 months	4,270	59.9%	96
Used hair conditioning treatment (at home)/6 mo	1,433	20.1%	85
Used hair growth product in last 6 months	105	1.5%	64
Used hair mousse in last 6 months	1,178	16.5%	95
Used hair spray (at home) in last 6 months	2,732	38.3%	106
Used hair styling gel/lotion in last 6 months	1,754	24.6%	92
Used hand & body cream/lotion/oil in last 6 months	4,993	70.1%	97
Used hand & body cream/lotion/oil <5 times last wk	1,496	21.0%	98
Used hand & body cream/lotion/oil 9+ times last wk	1,677	23.5%	95
Used hand & body cream in last 6 months	1,022	14.3%	82
Used hand & body lotion in last 6 months	3,451	48.4%	99
Used hand & body oil in last 6 months	346	4.9%	94
Used lip care in last 6 months	4,183	58.7%	98
Used liquid soap/hand sanitizer in last 6 months	5,506	77.3%	101
Used mouthwash in last 6 months	4,541	63.7%	97
Used mouthwash <4 times in last 7 days	1,420	19.9%	93
Used mouthwash 8+ times in last 7 days	1,003	14.1%	89
Used shampoo (at home) in last 6 months	6,558	92.0%	100
Used shampoo plus conditioner prod (at home)/6 mo	1,269	17.8%	92
Used shaving cream/gel in last 6 months	3,935	55.2%	106
Used personal care soap (bar) in last 6 months	5,932	83.3%	99
Used personal care soap for antibacterial purpose	1,409	19.8%	103
Used personal care soap for complexion	432	6.1%	88
Used personal care soap for deodorant	1,192	16.7%	103
Use personal care soap for moisturizing	1,366	19.2%	89
Bought toothbrush in last 6 months	6,116	85.8%	101
Bought electric toothbrush in last 6 months	313	4.4%	66
Used toothpaste in last 6 months	6,759	94.9%	99
Used toothpaste <8 times in last 7 days	2,514	35.3%	110
Used toothpaste 15+ times in last 7 days	923	13.0%	80
Used toothpaste with baking soda in last 6 months	649	9.1%	80
Used toothpaste (gel) in last 6 months	2,074	29.1%	104
Used toothpaste (paste) in last 6 months	3,263	45.8%	95
Used whitening toothpaste in last 6 months	2,615	36.7%	105
Used tooth whitener (not toothpaste) last 6 months	592	8.3%	78
Had professional manicure/pedicure last 6 months	770	10.8%	63
Had professional facial/massage last 6 months	429	6.0%	64
Spent \$100+ at barber shops in last 6 months	269	3.8%	70
Spent \$100+ at beauty parlors in last 6 months	948	13.3%	84

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Restaurant Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		9,422	9,655	
Population 18+		7,125	7,376	
Households		3,429	3,528	
Median Household Income		\$52,915	\$58,589	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		4,967	69.7%	97
Family restaurant/steak house last month: <2 times		1,807	25.4%	99
Family restaurant/steak house last month: 2-4 times		1,840	25.8%	96
Family restaurant/steak house last month: 5+ times		1,320	18.5%	95
Family restaurant/steak house last 6 months: breakfast		909	12.8%	97
Family restaurant/steak house last 6 months: lunch		1,774	24.9%	100
Family restaurant/steak house last 6 months: snack		87	1.2%	44
Family restaurant/steak house last 6 months: dinner		3,630	50.9%	96
Family restaurant/steak house last 6 months: weekday		2,575	36.1%	94
Family restaurant/steak house last 6 months: weekend		3,182	44.7%	100
Family restaurant/steak house last 6 months: Applebee's		1,848	25.9%	103
Family restaurant/steak house last 6 months: Bennigan's		102	1.4%	65
Family restaurant/steak house last 6 months: Bob Evans Farm		495	6.9%	151
Family restaurant/steak house last 6 months: Cheesecake Factory		214	3.0%	46
Family restaurant/steak house last 6 months: Chili's Grill & Bar		614	8.6%	74
Family restaurant/steak house last 6 months: Cracker Barrel		1,044	14.7%	132
Family restaurant/steak house last 6 months: Denny's		465	6.5%	72
Family restaurant/steak house last 6 months: Friendly's		235	3.3%	83
Family restaurant/steak house last 6 months: Golden Corral		598	8.4%	116
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		630	8.8%	76
Family restaurant/steak house last 6 months: Lone Star Steakhouse		227	3.2%	117
Family restaurant/steak house last 6 months: Old Country Buffet		179	2.5%	88
Family restaurant/steak house last 6 months: Olive Garden		1,189	16.7%	94
Family restaurant/steak house last 6 months: Outback Steakhouse		669	9.4%	82
Family restaurant/steak house last 6 months: Perkins		386	5.4%	149
Family restaurant/steak house last 6 months: Red Lobster		927	13.0%	97
Family restaurant/steak house last 6 months: Red Robin		291	4.1%	72
Family restaurant/steak house last 6 months: Ruby Tuesday		544	7.6%	91
Family restaurant/steak house last 6 months: Ryan's		330	4.6%	123
Family restaurant/steak house last 6 months: Sizzler		139	2.0%	65
Family restaurant/steak house last 6 months: T.G.I. Friday's		524	7.4%	71
Went to fast food/drive-in restaurant in last 6 months		6,412	90.0%	101
Went to fast food/drive-in restaurant <6 times/month		2,549	35.8%	102
Went to fast food/drive-in restaurant 6-13 times/month		2,176	30.5%	106
Went to fast food/drive-in restaurant 14+ times/month		1,688	23.7%	95
Fast food/drive-in last 6 months: breakfast		1,941	27.2%	99
Fast food/drive-in last 6 months: lunch		4,320	60.6%	103
Fast food/drive-in last 6 months: snack		1,053	14.8%	85
Fast food/drive-in last 6 months: dinner		3,714	52.1%	108

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Restaurant Market Potential

Tate Township, OH
Tate township, OH (3902576155)
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	4,930	69.2%	104
Fast food/drive-in last 6 months: weekend	3,462	48.6%	101
Fast food/drive-in last 6 months: A & W	363	5.1%	112
Fast food/drive-in last 6 months: Arby's	1,971	27.7%	134
Fast food/drive-in last 6 months: Boston Market	134	1.9%	39
Fast food/drive-in last 6 months: Burger King	2,917	40.9%	113
Fast food/drive-in last 6 months: Captain D's	397	5.6%	108
Fast food/drive-in last 6 months: Carl's Jr.	171	2.4%	39
Fast food/drive-in last 6 months: Checkers	165	2.3%	73
Fast food/drive-in last 6 months: Chick-fil-A	833	11.7%	91
Fast food/drive-in last 6 months: Chipotle Mex. Grill	215	3.0%	50
Fast food/drive-in last 6 months: Chuck E. Cheese	259	3.6%	81
Fast food/drive-in last 6 months: Church's Fr. Chicken	128	1.8%	42
Fast food/drive-in last 6 months: Dairy Queen	1,540	21.6%	135
Fast food/drive-in last 6 months: Del Taco	70	1.0%	29
Fast food/drive-in last 6 months: Domino's Pizza	800	11.2%	84
Fast food/drive-in last 6 months: Dunkin' Donuts	547	7.7%	67
Fast food/drive-in last 6 months: Fuddruckers	154	2.2%	77
Fast food/drive-in last 6 months: Hardee's	684	9.6%	141
Fast food/drive-in last 6 months: Jack in the Box	442	6.2%	60
Fast food/drive-in last 6 months: KFC	2,161	30.3%	110
Fast food/drive-in last 6 months: Little Caesars	528	7.4%	101
Fast food/drive-in last 6 months: Long John Silver's	622	8.7%	138
Fast food/drive-in last 6 months: McDonald's	4,169	58.5%	105
Fast food/drive-in last 6 months: Panera Bread	533	7.5%	77
Fast food/drive-in last 6 months: Papa John's	525	7.4%	85
Fast food/drive-in last 6 months: Pizza Hut	1,908	26.8%	121
Fast food/drive-in last 6 months: Popeyes	202	2.8%	39
Fast food/drive-in last 6 months: Quiznos	513	7.2%	80
Fast food/drive-in last 6 months: Sonic Drive-In	888	12.5%	106
Fast food/drive-in last 6 months: Starbucks	653	9.2%	62
Fast food/drive-in last 6 months: Steak n Shake	390	5.5%	109
Fast food/drive-in last 6 months: Subway	2,429	34.1%	108
Fast food/drive-in last 6 months: Taco Bell	2,262	31.7%	99
Fast food/drive-in last 6 months: Wendy's	2,443	34.3%	110
Fast food/drive-in last 6 months: Whataburger	149	2.1%	43
Fast food/drive-in last 6 months: White Castle	242	3.4%	84
Fast food/drive-in last 6 months: eat in	2,845	39.9%	106
Fast food/drive-in last 6 months: home delivery	597	8.4%	80
Fast food/drive-in last 6 months: take-out/drive-thru	4,064	57.0%	109
Fast food/drive-in last 6 months: take-out/walk-in	1,535	21.5%	88

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		9,422	9,655
Population 18+		7,125	7,376
Households		3,429	3,528
Median Household Income		\$52,915	\$58,589
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	553	7.8%	79
Participated in archery	297	4.2%	157
Participated in backpacking/hiking	613	8.6%	91
Participated in baseball	362	5.1%	98
Participated in basketball	626	8.8%	94
Participated in bicycling (mountain)	234	3.3%	89
Participated in bicycling (road)	627	8.8%	91
Participated in boating (power)	483	6.8%	110
Participated in bowling	834	11.7%	100
Participated in canoeing/kayaking	387	5.4%	113
Participated in downhill skiing	158	2.2%	76
Participated in fishing (fresh water)	1,381	19.4%	148
Participated in fishing (salt water)	268	3.8%	82
Participated in football	402	5.6%	91
Participated in Frisbee	398	5.6%	102
Participated in golf	663	9.3%	90
Play golf < once a month	220	3.1%	78
Play golf 1+ times a month	362	5.1%	94
Participated in horseback riding	266	3.7%	123
Participated in hunting with rifle	591	8.3%	171
Participated in hunting with shotgun	481	6.8%	159
Participated in ice skating	158	2.2%	77
Participated in jogging/running	538	7.6%	72
Participated in martial arts	67	0.9%	67
Participated in motorcycling	357	5.0%	136
Participated in Pilates	169	2.4%	72
Participated in roller skating	142	2.0%	95
Participated in snowboarding	91	1.3%	67
Participated in soccer	209	2.9%	68
Participated in softball	300	4.2%	108
Participated in swimming	1,441	20.2%	104
Participated in target shooting	325	4.6%	118
Participated in tennis	214	3.0%	70
Participated in volleyball	260	3.6%	104
Participated in walking for exercise	2,066	29.0%	97
Participated in weight lifting	677	9.5%	81
Participated in yoga	239	3.4%	58
Spent on high end sports/recreation equipment/12 mo: <\$250	356	5.0%	113
Spent on high end sports/recreation equipment/12 mo: \$250+	251	3.5%	90
Attend sports event: auto racing (NASCAR)	536	7.5%	103
Attend sports event: auto racing (not NASCAR)	472	6.6%	105
Attend sports event: baseball game	953	13.4%	90

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Sports and Leisure Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	527	7.4%	93
Attend sports event: basketball game (pro)	447	6.3%	73
Attend sports event: football game (college)	713	10.0%	97
Attend sports event: football-Monday night game (pro)	364	5.1%	83
Attend sports event: football-weekend game (pro)	546	7.7%	84
Attend sports event: golf tournament	375	5.3%	95
Attend sports event: ice hockey game	413	5.8%	87
Attend sports event: soccer game	377	5.3%	86
Attend sports event: tennis match	299	4.2%	85
Attended adult education course in last 12 months	436	6.1%	92
Attended auto show in last 12 months	630	8.8%	107
Went to bar/night club in last 12 months	1,329	18.7%	98
Went to beach in last 12 months	1,414	19.8%	81
Attended dance performance in last 12 months	221	3.1%	70
Danced/went dancing in last 12 months	504	7.1%	75
Dined out in last 12 months	3,571	50.1%	102
Dine out < once a month	311	4.4%	93
Dine out once a month	504	7.1%	114
Dine out 2-3 times a month	889	12.5%	108
Dine out once a week	825	11.6%	100
Dine out 2+ times per week	653	9.2%	93
Gambled at casino in last 12 months	996	14.0%	87
Gambled at casino 6+ times in last 12 months	169	2.4%	87
Gambled in Atlantic City in last 12 months	100	1.4%	55
Gambled in Las Vegas in last 12 months	157	2.2%	46
Attended horse races in last 12 months	142	2.0%	67
Attended movies in last 6 months	3,767	52.9%	90
Attended movies in last 90 days: < once a month	2,232	31.3%	97
Attended movies in last 90 days: once a month	584	8.2%	80
Attended movies in last 90 days: 2-3 times a month	362	5.1%	75
Attended movies in last 90 days: once/week or more	100	1.4%	55
Prefer to see movie after second week of release	1,522	21.4%	90
Went to museum in last 12 months	572	8.0%	63
Attended music performance in last 12 months	1,505	21.1%	89
Attended country music performance in last 12 mo	432	6.1%	119
Attended rock music performance in last 12 months	617	8.7%	79
Attended classical music/opera performance/12 mo	195	2.7%	60
Went to live theater in last 12 months	674	9.5%	72
Visited a theme park in last 12 months	1,282	18.0%	84
Visited Disney World (FL)/12 mo: Magic Kingdom	164	2.3%	68
Visited any Sea World in last 12 months	117	1.6%	48
Visited any Six Flags in last 12 months	231	3.2%	56
Went to zoo in last 12 months	876	12.3%	96
Played backgammon in last 12 months	89	1.2%	62
Participated in book club in last 12 months	210	2.9%	93
Played billiards/pool in last 12 months	666	9.3%	97
Played bingo in last 12 months	301	4.2%	100
Did birdwatching in last 12 months	613	8.6%	138
Played board game in last 12 months	1,169	16.4%	101

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

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Tate township, OH (3902576155)
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,630	22.9%	109
Played chess in last 12 months	201	2.8%	77
Cooked for fun in last 12 months	1,444	20.3%	97
Did crossword puzzle in last 12 months	1,070	15.0%	103
Participated in fantasy sports league last 12 mo	178	2.5%	77
Flew a kite in last 12 months	161	2.3%	80
Did furniture refinishing in last 12 months	248	3.5%	108
Did indoor gardening/plant care in last 12 months	720	10.1%	100
Participated in karaoke in last 12 months	302	4.2%	96
Bought lottery ticket in last 12 months	2,542	35.7%	103
Bought lottery ticket in last 12 mo: Daily Drawing	260	3.6%	75
Bought lottery ticket in last 12 mo: Instant Game	1,416	19.9%	125
Bought lottery ticket in last 12 mo: Lotto Drawing	1,504	21.1%	99
Played lottery: <3 times in last 30 days	1,099	15.4%	98
Played lottery: 3-7 times in last 30 days	767	10.8%	112
Played lottery: 8+ times in last 30 days	676	9.5%	102
Played musical instrument in last 12 months	439	6.2%	77
Did painting/drawing in last 12 months	417	5.9%	89
Did photography in last 12 months	977	13.7%	109
Read book in last 12 months	2,807	39.4%	97
Participated in trivia games in last 12 months	410	5.8%	95
Played video game in last 12 months	963	13.5%	102
Did woodworking in last 12 months	460	6.5%	137
Participated in word games in last 12 months	657	9.2%	97
Member of AARP	1,083	15.2%	99
Member of business club	116	1.6%	65
Member of charitable organization	403	5.7%	90
Member of church board	324	4.5%	106
Member of fraternal order	291	4.1%	116
Member of religious club	419	5.9%	92
Member of union	416	5.8%	111
Member of veterans club	271	3.8%	112
Bought any children`s toy/game in last 12 months	2,512	35.3%	102
Spent on toys/games in last 12 months: <\$50	513	7.2%	118
Spent on toys/games in last 12 months: \$50-99	202	2.8%	103
Spent on toys/games in last 12 months: \$100-199	469	6.6%	91
Spent on toys/games in last 12 months: \$200-499	764	10.7%	99
Spent on toys/games in last 12 months: \$500+	383	5.4%	93
Bought infant toy in last 12 months	633	8.9%	106
Bought pre-school toy in last 12 months	576	8.1%	100
Spent on toys/games (for child <6)/12 mo: <\$100	876	12.3%	111
Spent on toys/games (for child <6)/12 mo: \$100-199	465	6.5%	97
Spent on toys/games (for child <6)/12 mo: \$200+	477	6.7%	87
Bought for child in last 12 mo: boy action figure	536	7.5%	93
Bought for child in last 12 mo: girl action figure	201	2.8%	91
Bought for child in last 12 mo: bicycle	485	6.8%	99
Bought for child in last 12 mo: board game	882	12.4%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	238	3.3%	99
Bought for child in last 12 mo: car	723	10.1%	110
Bought for child in last 12 mo: construction toy	367	5.2%	104
Bought for child in last 12 mo: large/baby doll	423	5.9%	91
Bought for child in last 12 mo: fashion doll	386	5.4%	106
Bought for child in last 12 mo: plush doll/animal	659	9.2%	110
Bought for child in last 12 mo: doll accessories	249	3.5%	87
Bought for child in last 12 mo: doll clothing	286	4.0%	97
Bought for child in last 12 mo: educational toy	985	13.8%	102
Bought for child in last 12 mo: electronic game	694	9.7%	104
Bought for child in last 12 mo: mechanical toy	283	4.0%	99
Bought for child in last 12 mo: model kit/set	198	2.8%	108
Bought for child in last 12 mo: sound game	173	2.4%	87
Bought for child in last 12 mo: water toy	708	9.9%	104
Bought for child in last 12 mo: word game	259	3.6%	94
Bought book in last 12 months	3,292	46.2%	92
Bought 1-3 books in last 12 months	1,356	19.0%	97
Bought 4-9 books in last 12 months	994	14.0%	90
Bought 10+ books in last 12 months	941	13.2%	87
Bought paperback book in last 12 months	2,559	35.9%	95
Bought <3 paperback books in last 12 months	923	13.0%	100
Bought 3-6 paperback books in last 12 months	876	12.3%	93
Bought 7+ paperback books in last 12 months	760	10.7%	90
Bought hardcover book in last 12 months	1,722	24.2%	87
Bought <3 hardcover books in last 12 months	810	11.4%	93
Bought 3-5 hardcover books in last 12 months	492	6.9%	86
Bought 6+ hardcover books in last 12 months	420	5.9%	75
Bought book (fiction) in last 12 months	1,797	25.2%	90
Bought book (non-fiction) in last 12 months	1,566	22.0%	86
Bought biography in last 12 months	468	6.6%	90
Bought children`s book in last 12 months	825	11.6%	91
Bought cookbook in last 12 months	750	10.5%	96
Bought desk dictionary in last 12 months	83	1.2%	57
Bought history book in last 12 months	409	5.7%	76
Bought mystery book in last 12 months	728	10.2%	91
Bought personal/business self-help book last 12 mo	383	5.4%	75
Bought religious book (not bible) last 12 months	553	7.8%	102
Bought romance book in last 12 months	467	6.6%	100
Bought science fiction book in last 12 months	290	4.1%	89
Bought book through book club in last 12 months	316	4.4%	102
Bought book at book store in last 12 months	2,013	28.3%	84
Bought book at Barnes & Noble in last 12 months	1,055	14.8%	75
Bought book at Borders in last 12 months	584	8.2%	74
Bought book at convenience store in last 12 months	141	2.0%	89
Bought book at department store in last 12 months	711	10.0%	131
Bought book at drug store in last 12 months	130	1.8%	80
Bought book through Internet in last 12 mo	486	6.8%	67
Bought book through mail order in last 12 months	273	3.8%	113
Bought book at supermarket in last 12 months	428	6.0%	115
Bought book at warehouse store in last 12 months	318	4.5%	77

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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Retail Goods and Services Expenditures

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Green Acres	31.1%	Population	9,422	9,655
Salt of the Earth	28.3%	Households	3,429	3,528
Home Town	22.3%	Families	2,656	2,718
Midlife Junction	18.3%	Median Age	39.1	39.9
Top Rung	0.0%	Median Household Income	\$52,915	\$58,589
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		63	\$1,499.33	\$5,141,209
Men's		59	\$271.79	\$931,962
Women's		56	\$465.37	\$1,595,737
Children's		69	\$275.65	\$945,191
Footwear		45	\$185.68	\$636,692
Watches & Jewelry		89	\$173.76	\$595,811
Apparel Products and Services (1)		136	\$127.10	\$435,815
Computer				
Computers and Hardware for Home Use		91	\$174.80	\$599,377
Software and Accessories for Home Use		90	\$25.53	\$87,531
Entertainment & Recreation		95	\$3,057.33	\$10,483,579
Fees and Admissions		87	\$536.75	\$1,840,501
Membership Fees for Clubs (2)		87	\$143.01	\$490,377
Fees for Participant Sports, excl. Trips		89	\$94.96	\$325,632
Admission to Movie/Theatre/Opera/Ballet		85	\$129.43	\$443,805
Admission to Sporting Events, excl. Trips		93	\$55.11	\$188,954
Fees for Recreational Lessons		83	\$113.69	\$389,830
Dating Services		72	\$0.56	\$1,903
TV/Video/Audio		93	\$1,154.06	\$3,957,268
Community Antenna or Cable TV		96	\$694.15	\$2,380,229
Televisions		89	\$171.31	\$587,432
VCRs, Video Cameras, and DVD Players		91	\$18.45	\$63,278
Video Cassettes and DVDs		91	\$47.94	\$164,375
Video and Computer Game Hardware and Software		94	\$52.50	\$180,011
Satellite Dishes		92	\$1.16	\$3,982
Rental of Video Cassettes and DVDs		94	\$38.85	\$133,211
Streaming/Downloaded Video		80	\$1.12	\$3,853
Audio (3)		83	\$122.61	\$420,415
Rental and Repair of TV/Radio/Sound Equipment		79	\$5.97	\$20,483
Pets		120	\$515.01	\$1,765,966
Toys and Games (4)		96	\$139.22	\$477,378
Recreational Vehicles and Fees (5)		95	\$305.21	\$1,046,560
Sports/Recreation/Exercise Equipment (6)		76	\$137.88	\$472,781
Photo Equipment and Supplies (7)		94	\$97.49	\$334,291
Reading (8)		95	\$147.77	\$506,694
Catered Affairs (9)		97	\$23.96	\$82,141
Food		92	\$7,107.61	\$24,372,004
Food at Home		93	\$4,163.44	\$14,276,444
Bakery and Cereal Products		95	\$565.42	\$1,938,836
Meats, Poultry, Fish, and Eggs		92	\$950.86	\$3,260,513
Dairy Products		95	\$472.21	\$1,619,221
Fruits and Vegetables		90	\$704.42	\$2,415,456
Snacks and Other Food at Home (10)		94	\$1,470.52	\$5,042,418
Food Away from Home		91	\$2,944.17	\$10,095,561
Alcoholic Beverages		91	\$516.71	\$1,771,801
Nonalcoholic Beverages at Home		93	\$409.28	\$1,403,410

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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Retail Goods and Services Expenditures

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	99	\$1,722.93	\$5,907,936
Vehicle Loans	98	\$4,819.96	\$16,527,641
Health			
Nonprescription Drugs	98	\$101.30	\$347,371
Prescription Drugs	105	\$522.21	\$1,790,642
Eyeglasses and Contact Lenses	99	\$76.16	\$261,147
Home			
Mortgage Payment and Basics (11)	91	\$8,490.55	\$29,114,104
Maintenance and Remodeling Services	91	\$1,811.97	\$6,213,252
Maintenance and Remodeling Materials (12)	101	\$374.93	\$1,285,626
Utilities, Fuel, and Public Services	97	\$4,412.79	\$15,131,460
Household Furnishings and Equipment			
Household Textiles (13)	91	\$121.11	\$415,293
Furniture	88	\$529.15	\$1,814,457
Floor Coverings	97	\$73.05	\$250,477
Major Appliances (14)	98	\$297.58	\$1,020,402
Housewares (15)	80	\$68.54	\$235,018
Small Appliances	97	\$31.90	\$109,367
Luggage	90	\$8.35	\$28,646
Telephones and Accessories	62	\$26.32	\$90,258
Household Operations			
Child Care	85	\$393.38	\$1,348,894
Lawn and Garden (16)	97	\$404.07	\$1,385,570
Moving/Storage/Freight Express	76	\$46.07	\$157,973
Housekeeping Supplies (17)	96	\$671.26	\$2,301,764
Insurance			
Owners and Renters Insurance	100	\$463.51	\$1,589,383
Vehicle Insurance	94	\$1,089.46	\$3,735,752
Life/Other Insurance	103	\$429.57	\$1,472,982
Health Insurance	102	\$1,963.64	\$6,733,322
Personal Care Products (18)	92	\$365.99	\$1,254,967
School Books and Supplies (19)	99	\$105.70	\$362,445
Smoking Products	105	\$447.19	\$1,533,424
Transportation			
Vehicle Purchases (Net Outlay) (20)	95	\$4,157.31	\$14,255,412
Gasoline and Motor Oil	99	\$2,831.03	\$9,707,605
Vehicle Maintenance and Repairs	93	\$879.78	\$3,016,753
Travel			
Airline Fares	82	\$375.17	\$1,286,448
Lodging on Trips	89	\$389.45	\$1,335,410
Auto/Truck/Van Rental on Trips	81	\$29.90	\$102,533
Food and Drink on Trips	90	\$393.18	\$1,348,224

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		9,422	9,655	
Households		3,429	3,528	
Families		2,656	2,718	
Median Age		39.1	39.9	
Median Household Income		\$52,915	\$58,589	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids		98	\$4.67	\$16,019
Gasoline		99	\$2,762.38	\$9,472,197
Motor Oil		103	\$12.22	\$41,918
Vehicle Parts/Equipment and Accessories		95	\$53.19	\$182,377
Tire Purchase/Replacement		98	\$141.34	\$484,651
Vehicle Audio/Video Equipment and Installation		79	\$5.62	\$19,267
Vehicle Cleaning Products and Services		84	\$6.85	\$23,484
Services				
Auto Repair Service Policy		93	\$15.34	\$52,615
Membership Fees for Automobile Service Clubs		92	\$20.16	\$69,126
Global Positioning Services		100	\$2.53	\$8,681
Vehicle Air Conditioning Repair		92	\$16.25	\$55,718
Vehicle Body Work and Painting		94	\$35.65	\$122,257
Vehicle Brake Work		92	\$73.19	\$250,981
Vehicle Clutch/Transmission Repair		91	\$41.92	\$143,745
Vehicle Cooling System Repair		90	\$26.16	\$89,705
Vehicle Drive Shaft and Rear-end Repair		89	\$7.67	\$26,317
Vehicle Electrical System Repair		94	\$32.29	\$110,732
Vehicle Exhaust System Repair		95	\$12.70	\$43,564
Vehicle Front End Alignment/Wheel Balance & Rotation		95	\$17.59	\$60,324
Lube/Oil Change and Oil Filters		102	\$91.49	\$313,715
Vehicle Motor Repair/Replacement		88	\$80.92	\$277,469
Vehicle Motor Tune-up		80	\$49.30	\$169,062
Vehicle Shock Absorber Replacement		98	\$6.52	\$22,349
Vehicle Steering/Front End Repair		97	\$26.98	\$92,515
Tire Repair and Other Repair Work		95	\$61.70	\$211,582

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Financial Expenditures

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		9,422	9,655
Households		3,429	3,528
Families		2,656	2,718
Median Age		39.1	39.9
Median Household Income		\$52,915	\$58,589
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	98	\$5,562.35	\$19,073,304
Savings Accounts	98	\$12,916.15	\$44,289,490
U.S. Savings Bonds	106	\$435.98	\$1,494,987
Stocks, Bonds & Mutual Funds	96	\$37,532.31	\$128,698,290
Annual Changes			
Checking Accounts	67	\$175.25	\$600,941
Savings Accounts	92	\$358.38	\$1,228,883
U.S. Savings Bonds	132	\$3.15	\$10,787
Earnings			
Dividends, Royalties, Estates, Trusts	94	\$922.00	\$3,161,525
Interest from Savings Accounts or Bonds	93	\$850.15	\$2,915,164
Retirement Plan Contributions	94	\$1,297.97	\$4,450,722
Liabilities			
Original Mortgage Amount	79	\$16,940.47	\$58,088,859
Vehicle Loan Amount 1	97	\$2,630.88	\$9,021,285
Amount Paid: Interest			
Home Mortgage	86	\$4,008.25	\$13,744,303
Lump Sum Home Equity Loan	91	\$118.23	\$405,411
New Car/Truck/Van Loan	92	\$193.19	\$662,465
Used Car/Truck/Van Loan	101	\$163.76	\$561,526
Amount Paid: Principal			
Home Mortgage	93	\$1,834.59	\$6,290,793
Lump Sum Home Equity Loan	96	\$160.14	\$549,128
New Car/Truck/Van Loan	96	\$1,068.24	\$3,662,999
Used Car/Truck/Van Loan	104	\$788.96	\$2,705,347
Checking Account and Banking Service Charges	90	\$25.03	\$85,818
Finance Charges, excluding Mortgage/Vehicle	90	\$220.62	\$756,490

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



House and Home Expenditures

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary	
Housing Units	3,713	Population	9,422
2010-2015 Percent Change	4.44%	Households	3,429
Percent Occupied	92.4%	Families	2,656
Percent Owner HHS	76.4%	Median Age	39.1
Median Home Value	\$127,112	Median Household Income	\$52,915
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	91	\$10,739.62	\$36,826,154
Mortgage Interest	86	\$4,008.25	\$13,744,303
Mortgage Principal	93	\$1,834.59	\$6,290,793
Property Taxes	96	\$2,122.85	\$7,279,247
Homeowners Insurance	101	\$453.13	\$1,553,794
Ground Rent	99	\$71.73	\$245,967
Maintenance and Remodeling Services	91	\$1,811.97	\$6,213,252
Maintenance and Remodeling Materials	101	\$374.93	\$1,285,626
Property Management and Security	73	\$62.17	\$213,171
Rented Dwellings	67	\$2,311.06	\$7,924,617
Rent	67	\$2,178.16	\$7,468,916
Rent Received as Pay	75	\$68.73	\$235,664
Renters' Insurance	80	\$10.38	\$35,588
Maintenance and Repair Services	80	\$16.93	\$58,040
Maintenance and Repair Materials	69	\$36.86	\$126,408
Owned Vacation Homes	79	\$367.48	\$1,260,085
Mortgage Payment	81	\$165.74	\$568,311
Property Taxes	85	\$96.24	\$330,014
Homeowners Insurance	87	\$12.83	\$43,990
Maintenance and Remodeling	67	\$78.40	\$268,839
Property Management and Security	83	\$14.27	\$48,931
Housing While Attending School	104	\$84.92	\$291,193
Household Operations	89	\$1,400.79	\$4,803,316
Child Care	85	\$393.38	\$1,348,894
Care for Elderly or Handicapped	115	\$82.93	\$284,358
Appliance Rental and Repair	99	\$24.07	\$82,519
Computer Information Services	92	\$225.53	\$773,332
Home Security System Services	86	\$22.62	\$77,564
Non-Apparel Household Laundry/Dry Cleaning	12	\$4.47	\$15,335
Housekeeping Services	82	\$124.90	\$428,277
Lawn and Garden	97	\$404.07	\$1,385,570
Moving/Storage/Freight Express	76	\$46.07	\$157,973
PC Repair (Personal Use)	91	\$8.07	\$27,666
Reupholstering/Furniture Repair	81	\$6.46	\$22,144
Termite/Pest Control	90	\$21.83	\$74,860
Water Softening Services	139	\$7.78	\$26,693
Internet Services Away from Home	87	\$2.31	\$7,931
Voice Over IP Service	85	\$5.69	\$19,494
Other Home Services (1)	90	\$20.62	\$70,705

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	97	\$4,412.79	\$15,131,460
Bottled Gas	141	\$95.36	\$326,991
Electricity	97	\$1,652.77	\$5,667,335
Fuel Oil	100	\$112.11	\$384,417
Natural Gas	102	\$664.50	\$2,278,574
Telephone Services	95	\$1,371.02	\$4,701,221
Water and Other Public Services	92	\$505.46	\$1,733,217
Coal/Wood/Other Fuel	134	\$11.58	\$39,705
Housekeeping Supplies	96	\$671.26	\$2,301,764
Laundry and Cleaning Supplies	95	\$181.25	\$621,509
Postage and Stationery	95	\$193.35	\$662,992
Other HH Products (2)	97	\$296.66	\$1,017,263
Household Textiles	91	\$121.11	\$415,293
Bathroom Linens	90	\$15.92	\$54,580
Bedroom Linens	91	\$56.58	\$194,007
Kitchen and Dining Room Linens	89	\$2.75	\$9,426
Curtains and Draperies	85	\$24.42	\$83,730
Slipcovers, Decorative Pillows	90	\$3.84	\$13,153
Materials for Slipcovers/Curtains	106	\$16.20	\$55,556
Other Linens	81	\$1.41	\$4,842
Furniture	88	\$529.15	\$1,814,457
Mattresses and Box Springs	86	\$68.79	\$235,897
Other Bedroom Furniture	86	\$91.91	\$315,176
Sofas	86	\$130.69	\$448,121
Living Room Tables and Chairs	90	\$74.93	\$256,928
Kitchen, Dining Room Furniture	88	\$54.73	\$187,678
Infant Furniture	91	\$10.16	\$34,836
Outdoor Furniture	99	\$26.50	\$90,875
Wall Units, Cabinets, Other Furniture (3)	90	\$71.43	\$244,948
Major Appliances	98	\$297.58	\$1,020,402
Dishwashers and Disposals	97	\$26.65	\$91,376
Refrigerators and Freezers	95	\$77.78	\$266,719
Clothes Washers	101	\$50.30	\$172,492
Clothes Dryers	104	\$39.83	\$136,593
Cooking Stoves and Ovens	97	\$45.85	\$157,216
Microwave Ovens	90	\$11.46	\$39,287
Window Air Conditioners	100	\$7.02	\$24,079
Electric Floor Cleaning Equipment	99	\$22.31	\$76,498
Sewing Machines and Miscellaneous Appliances	101	\$16.37	\$56,142

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



House and Home Expenditures

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	97	\$73.05	\$250,477
Housewares	80	\$68.54	\$235,018
Small Appliances	97	\$31.89	\$109,367
Window Coverings	77	\$30.10	\$103,200
Lamps and Other Lighting Fixtures	92	\$21.58	\$74,014
Infant Equipment	24	\$4.82	\$16,540
Rental of Furniture	87	\$4.01	\$13,763
Laundry and Cleaning Equipment	96	\$21.39	\$73,333
Closet and Storage Items	18	\$4.41	\$15,129
Luggage	90	\$8.35	\$28,646
Clocks and Other Household Decoratives	25	\$51.86	\$177,817
Telephones and Accessories	62	\$26.32	\$90,258
Telephone Answering Devices	100	\$0.84	\$2,893
Grills and Outdoor Equipment	22	\$11.60	\$39,784
Power Tools	90	\$28.75	\$98,584
Hand Tools	91	\$9.37	\$32,121
Office Furniture/Equipment for Home Use	91	\$14.92	\$51,146
Computers and Hardware for Home Use	91	\$174.80	\$599,377
Software and Accessories for Home Use	90	\$25.53	\$87,531
Other Household Items (4)	92	\$95.58	\$327,752

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



Medical Expenditures

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		9,422	9,655
Households		3,429	3,528
Families		2,656	2,718
Median Household Income		\$52,915	\$58,589
Males per 100 Females		98.0	98.1
Population By Age			
Population <5 Years		6.5%	6.3%
Population 5-17 Years		17.8%	17.3%
Population 65+ Years		12.5%	14.8%
Median Age		39.1	39.9
		Spending Potential Index	Average Amount Spent
			Total
Health Care		101	\$3,747.79
Medical Care		100	\$1,784.15
Physician Services	97	\$220.51	\$756,142
Dental Services	94	\$305.79	\$1,048,545
Eyecare Services	100	\$50.16	\$171,994
Lab Tests, X-Rays	104	\$57.51	\$197,205
Hospital Room and Hospital Services	100	\$137.15	\$470,297
Convalescent or Nursing Home Care	67	\$15.46	\$53,012
Other Medical services (1)	103	\$115.07	\$394,587
Nonprescription Drugs	98	\$101.30	\$347,371
Prescription Drugs	105	\$522.21	\$1,790,642
Nonprescription Vitamins	95	\$53.56	\$183,668
Medicare Prescription Drug Premium	104	\$51.82	\$177,702
Eyeglasses and Contact Lenses	99	\$76.16	\$261,147
Hearing Aids	93	\$20.17	\$69,152
Medical Equipment for General Use	102	\$6.48	\$22,210
Other Medical Supplies (2)	99	\$50.80	\$174,190
Health Insurance		102	\$1,963.64
Blue Cross/Blue Shield	101	\$567.85	\$1,947,174
Commercial Health Insurance	102	\$383.09	\$1,313,625
Health Maintenance Organization	92	\$307.93	\$1,055,889
Medicare Payments	104	\$429.74	\$1,473,562
Long Term Care Insurance	97	\$81.45	\$279,276
Other Health Insurance (3)	115	\$193.58	\$663,796

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Tate Township, OH
Tate township, OH (3902576155)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		9,422	9,655
Households		3,429	3,528
Families		2,656	2,718
Median Age		39.1	39.9
Median Household Income		\$52,915	\$58,589
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	87	\$536.75	\$1,840,501
Admission to Movies, Theater, Opera, Ballet	85	\$129.43	\$443,805
Admission to Sporting Events, excl.Trips	93	\$55.10	\$188,954
Fees for Participant Sports, excl.Trips	89	\$94.96	\$325,632
Fees for Recreational Lessons	83	\$113.69	\$389,830
Membership Fees for Social/Recreation/Civic Clubs	87	\$143.01	\$490,377
Dating Services	72	\$0.55	\$1,903
Rental of Video Cassettes and DVDs	94	\$38.85	\$133,211
Toys & Games	96	\$139.22	\$477,378
Toys and Playground Equipment	96	\$135.48	\$464,567
Play Arcade Pinball/Video Games	93	\$1.75	\$6,000
Online Entertainment and Games	86	\$1.99	\$6,811
Recreational Vehicles and Fees	95	\$305.21	\$1,046,560
Docking and Landing Fees for Boats and Planes	90	\$6.41	\$21,985
Camp Fees	93	\$26.79	\$91,865
Purchase of RVs or Boats	95	\$265.17	\$909,276
Rental of RVs or Boats	80	\$6.83	\$23,434
Sports, Recreation and Exercise Equipment	76	\$137.88	\$472,781
Exercise Equipment and Gear, Game Tables	79	\$64.67	\$221,741
Bicycles	85	\$16.91	\$57,987
Camping Equipment	39	\$5.65	\$19,381
Hunting and Fishing Equipment	65	\$25.13	\$86,172
Winter Sports Equipment	86	\$5.54	\$19,009
Water Sports Equipment	106	\$7.06	\$24,215
Other Sports Equipment	104	\$9.82	\$33,667
Rental/Repair of Sports/Recreation/Exercise Equipment	77	\$3.09	\$10,610
Photographic Equipment and Supplies	94	\$97.49	\$334,291
Film	101	\$7.44	\$25,502
Film Processing	102	\$22.89	\$78,489
Photographic Equipment	90	\$38.73	\$132,818
Photographer Fees/Other Supplies & Equip Rental/Repair	92	\$28.43	\$97,481
Reading	95	\$147.77	\$506,694
Magazine/Newspaper Subscriptions	101	\$63.71	\$218,471
Magazine/Newspaper Single Copies	100	\$19.19	\$65,809
Books	90	\$64.86	\$222,414

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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